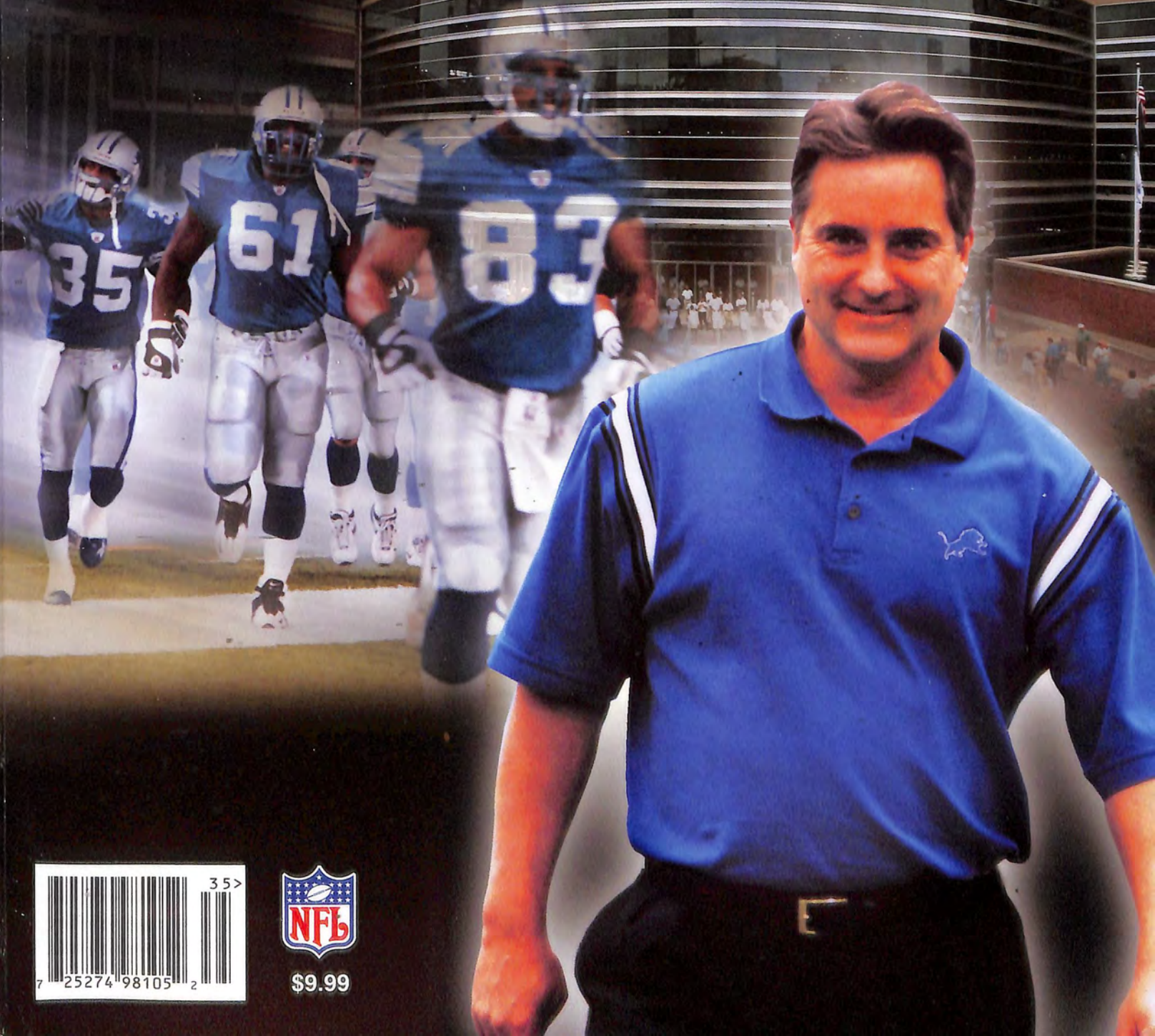


Detroit Lions



2003 OFFICIAL YEARBOOK

FORD FIELD



\$9.99

DETROIT LIONS

2003 OFFICIAL TEAM YEARBOOK

PUBLISHED BY CMC SPORTS, INC.



THE FOOTBALL IS CALLED "THE PIGSKIN" BECAUSE, EARLIER IN THE LAST CENTURY, ACTUAL BABY PIGS WERE USED BY PLAYERS IN LIEU OF TODAY'S FAMILIAR STITCHED BALL. THE TRADITION ENDED IN 1911 WHEN AN ENRAGED SOW CHARGED THE FIELD DURING THE ARMY-NAVY GAME, INJURING DOZENS.

(Totally fake.)



(Totally real.)



©2003 Thomson Inc. TV pictures simulated. The DLP™ logo and DLP™ medallion are trademarks of Texas Instruments. Model HDLP50W151 shown. Screen size measured diagonally.

RCA Scenium HDTV with DLP™ Technology. No exaggeration required.



For digital television that's almost too good to believe, let RCA Scenium 50" widescreen HDTV bring your sports to life. An integrated HDTV tuner delivers a complete hi-definition reception solution, while Texas Instruments Digital Light Processing™ technology gives you a game that's as close to real as it gets. And all in a compact cabinet only 16" deep and less than 100 lbs. See how good television can be with RCA Scenium, available at your nearest ABC Warehouse showroom.



Changing Entertainment. Again.
www.rca.com





2003

Get
Ready!



TABLE OF CONTENTS

2003 Detroit Lions Schedule	4
William Clay Ford, Owner & Chairman	6
William Clay Ford, Jr., Vice Chairman	8
Steve Mariucci, Head Coach	12
Assistant Coaches	16
Player Personnel	31
Steve Mariucci: A Journey of Success	32
History of Detroit Lions Uniform	36
Detroit Lions Charities: Giving Back	38
Detroit Lions Invitational	40
2003 Detroit Lions Players	43
2003 Detroit Lions Draft Picks	116
Rookie & Free Agents	130
Detroit Lions Staff	134



Detroit Lions Yearbook Staff

Editor
Deanna Caldwell

Editorial Consultants
Matt Barnhart
Bill Keenist
Ben Manges

Photography
Tom Albert

Designer
Jennifer J. Holland
Holland Creative Services
Jacksonville, Florida

Published by

CWC SPORTS
PUBLISHING DIVISION INC.

114 Washington Blvd, Suite 2
Marina Del Rey, CA 90292
Tel.: 310-574-8161 • Fax: 310-821-6950
WWW.CWCSPORTS.COM

President
Lee Pfeifer

Senior VP New Business Development
Mark Myden

Production/ Financial Manager
Michael Landman

Production/ Account Manager
Martin Laitre

Distribution/ National Retail Sales
James Fritz

National Distribution
G Associates

Administrative Assistant
Virginia Harrell

VP Marketing and National Sales
Marvin Lebovitz, Gulf Atlantic Ind
Nancy Moore, Southeast Advertising

Senior VP Advertising
Scott Miller, Pro Sports Advertising/ M

Sales Associates
Harry Sherman/Chicago, Sam Colton/CH

Pre Press & Graphic House
Alliance Graphics - President Patrick Pa

Media Services
Ray Raglin

Purchase your favorite Yearbooks at
www.cwcsports.com

(c) 2003 CWC Sports, Inc. All Rights Reserved



It's All About Drive.



Potenza® S-03 Pole Position™
with UNI-T AQ π ™ Street Tire

For more information on this tire or other quality
Bridgestone tires, visit our Web site or call
1-800-807-9555 for the retailer nearest you.

BRIDGESTONE®

bridgestonetire.com
tiresafety.com
1-800-807-9555



DETROIT LIONS

2003 SCHEDULE

PRESEASON

DATE	OPPONENT	NETWORK	TIME (ET)
Saturday, August 9	PITTSBURGH STEELERS	WJBK-TV 2	12:30 p.m.
Saturday, August 16	at Cincinnati Bengals	WJBK-TV 2	7:30 p.m.
Saturday, August 23	CLEVELAND BROWNS	WJBK-TV 2	7:30 p.m.
Thursday, August 28	at Buffalo Bills	WJBK-TV 2	7:00 p.m.

REGULAR SEASON

DATE	OPPONENT	NETWORK	TIME (ET)
Sunday, September 7	ARIZONA CARDINALS	FOX	1:00 p.m.
Sunday, September 14	at Green Bay Packers	FOX	1:00 p.m.
Sunday, September 21	MINNESOTA VIKINGS	FOX	1:00 p.m.
Sunday, September 28	at Denver Broncos	FOX	4:15 p.m.
Sunday, October 5	at San Francisco 49ers	FOX	4:15 p.m.
Sunday, October 12	*** BYE WEEK ***		
Sunday, October 19	DALLAS COWBOYS	FOX	1:00 p.m.
Sunday, October 26	at Chicago Bears	FOX	1:00 p.m.
Sunday, November 2	OAKLAND RAIDERS	CBS	1:00 p.m.
Sunday, November 9	CHICAGO BEARS	FOX	1:00 p.m.
Sunday, November 16	at Seattle Seahawks	FOX	4:15 p.m.
Sunday, November 23	at Minnesota Vikings	FOX	1:00 p.m.
Thursday, November 27	GREEN BAY PACKERS	FOX #	12:30 p.m.
Sunday, December 7	SAN DIEGO CHARGERS	CBS	1:00 p.m.
Sunday, December 14	at Kansas City Chiefs	FOX	1:00 p.m.
Sunday, December 21	at Carolina Panthers	FOX	1:00 p.m.
Sunday, December 28	ST. LOUIS RAMS	FOX	1:00 p.m.

All times Eastern Time

Home Games in BOLD CAPS; # Nationally Televised





Like me, take advantage of your options

Join me and my teammates in the Arthritis Huddle.™
A team approach to improving osteoarthritis care™

To join the Huddle,
please call 1-866-OAHUDDLE (1-866-624-8335)
or log on to www.arthritishuddle.com

Join me and the millions of patients worldwide who have taken
Mobic® to relieve the signs and symptoms of osteoarthritis.

Talk to your doctor or pharmacist to see if Mobic is right for you.

For more information, log on to www.mobictablet.com



Mobic® is contraindicated in patients who have experienced asthma, itching or allergic-type reactions after taking aspirin or other nonsteroidal anti-inflammatory drugs (NSAIDs). Severe, rarely fatal, anaphylactic-like reactions to NSAIDs have been reported in such patients. As with all NSAIDs, GI bleeding can occur without warning.

Please see following page for important safety information.

Ask your doctor if MOBIC is right for you.

Osteoarthritis Sufferers



Prescription Required

To the patient: MOBIC® (meloxicam) is available by prescription only. When this certificate, accompanied by a prescription from your physician, is presented at a participating pharmacy, you are entitled

to up to 15 days of MOBIC 7.5 mg or 15 mg tablets.

To the Pharmacist: When this certificate is accompanied by a prescription for MOBIC (meloxicam) 7.5 mg or 15 mg tablets, it is redeemable for up to 15 tablets, one time only. No substitutions permitted. You may not submit a claim for this prescription for reimbursement under Medicaid, Medicare, or similar federal or state healthcare programs. Submit claim only to Pharmaceutical Partners Group (PPG - formerly HDS) using BIN # 610500. For pharmacy processing questions, please call 1-800-750-9835.

Important Note: Certificate valid until 12/31/03. Void where prohibited by law. Not valid if reproduced or submitted to other payer. Limit one certificate per patient. Prescriber ID # required on prescription. Offer valid at participating pharmacies only. Boehringer Ingelheim Pharmaceuticals, Inc., reserves the right to rescind, revoke, or amend this offer without notice.



MOBIC® (meloxicam) Tablets 7.5 mg and 15 mg

Brief Summary of Prescribing Information

INDICATIONS AND USAGE

MOBIC is indicated for relief of the signs and symptoms of osteoarthritis.

CONTRAINDICATIONS

MOBIC is contraindicated in patients with known hypersensitivity to meloxicam. It should not be given to patients who have experienced asthma, urticaria, or allergic-type reactions after taking aspirin or other NSAIDs. Severe, rarely fatal, anaphylactoid-like reactions to NSAIDs have been reported in such patients (see WARNINGS, Anaphylactoid Reactions, and PRECAUTIONS, Pre-existing Asthma).

WARNINGS

Gastrointestinal (GI) Effects - Risk of GI Ulceration, Bleeding, and Perforation:

Serious gastrointestinal toxicity, such as inflammation, bleeding, ulceration, and perforation of the stomach, small intestine or large intestine, can occur at any time, with or without warning symptoms. In patients treated with nonsteroidal anti-inflammatory drugs (NSAIDs), minor upper gastrointestinal problems, such as dyspepsia, are common and may also occur at any time during NSAID therapy. Therefore, physicians and patients should remain alert for ulceration and bleeding, even in the absence of previous GI symptoms. Patients should be informed about the signs and/or symptoms of serious GI toxicity and the steps to take if they occur. The utility of periodic laboratory monitoring has not been demonstrated, nor has it been adequately assessed. Only one in five patients who develop a serious upper GI adverse event on NSAID therapy is symptomatic. It has been demonstrated that upper GI ulcers, gross bleeding or perforation, caused by NSAIDs, appear to occur in approximately 1% of the patients treated for 3-6 months, and in about 2-4% of patients treated for one year. These trends continue, thus, increasing the likelihood of developing a serious GI event at some time during the course of therapy. However, even short-term therapy is not without risk.

NSAIDs should be prescribed with extreme caution in those with a prior history of ulcer disease or gastrointestinal bleeding. Most spontaneous reports of fatal GI events are in elderly or debilitated patients. To minimize the potential risk for an adverse GI event, the lowest effective dose should be used for the shortest possible duration. For high-risk patients, alternate therapies that do not involve NSAIDs should be considered.

Studies have shown that patients with a prior history of peptic ulcer disease and/or gastrointestinal bleeding and who use NSAIDs have a greater than 10-fold risk for developing a GI bleed than patients with neither of these risk factors. In addition to a past history of ulcer disease, pharmacokinetic studies have identified several other co-therapies or co-morbid conditions that may increase the risk for GI bleeding such as: treatment with oral corticosteroids, treatment with anticoagulants, longer duration of NSAID therapy, smoking, alcoholism, older age, and poor general health status.

Anaphylactoid Reactions

As with other NSAIDs, anaphylactoid reactions have occurred in patients without known prior exposure to MOBIC. MOBIC should not be given to patients with the aspirin triad. This symptom complex typically occurs in asthmatic patients who experience rhinitis with or without nasal polyps, or who exhibit severe, potentially fatal bronchospasm after taking aspirin or other NSAIDs (see CONTRAINDICATIONS and PRECAUTIONS, Pre-existing Asthma). Emergency help should be sought in cases where an anaphylactoid reaction occurs.

Advanced Renal Disease

In cases with advanced kidney disease, treatment with MOBIC is not recommended. If NSAID therapy must be initiated, close monitoring of the patient's kidney function is advisable (see PRECAUTIONS, Renal Effects).

Pregnancy

In late pregnancy, as with other NSAIDs, MOBIC should be avoided because it may cause premature closure of the ductus arteriosus.

PRECAUTIONS

General

MOBIC cannot be expected to substitute for corticosteroids or to treat corticosteroid insufficiency. Abrupt discontinuation of corticosteroids may lead to disease exacerbation. Patients on prolonged corticosteroid therapy should have their therapy tapered slowly if a decision is made to discontinue corticosteroids.

The pharmacological activity of MOBIC in reducing inflammation and possibly fever may diminish the utility of these diagnostic signs in detecting complications of presumed noninfectious, painful conditions.

Hepatic Effects

Borderline elevations of one or more liver tests may occur in up to 15% of patients taking NSAIDs, including MOBIC. These laboratory abnormalities may progress, may remain unchanged, or may be transient with continuing therapy. Notable elevations of ALT or AST (approximately three or more times the upper limit of normal) have been reported in approximately 1% of patients in clinical trials with NSAIDs. In addition, rare cases of severe hepatic reactions, including jaundice and fatal fulminant hepatitis, liver necrosis and hepatic failure, some of them with fatal outcomes, have been reported with NSAIDs.

Patients with signs and/or symptoms suggesting liver dysfunction, or in whom an abnormal liver test has occurred, should be evaluated for evidence of the development of a more severe hepatic reaction while on therapy with MOBIC. If clinical signs and symptoms consistent with liver disease develop, or if systemic manifestations occur (e.g., eosinophilia, rash, etc.), MOBIC should be discontinued.

Renal Effects

Caution should be used when initiating treatment with MOBIC in patients with considerable dehydration. It is advisable to rehydrate patients first and then start therapy with MOBIC. Caution is also recommended in patients with pre-existing kidney disease (see WARNINGS, Advanced Renal Disease).

Long-term administration of NSAIDs has resulted in renal papillary necrosis and other renal medullary changes. Renal toxicity has also been seen in patients in whom renal prostaglandins have a compensatory role in the maintenance of renal perfusion. In these patients, administration of NSAIDs may cause dose-dependent reduction in prostaglandin formation and, secondarily, in renal blood flow, which may precipitate overt renal decompensation. Patients at greatest risk of this reaction are those with impaired renal function, heart failure, liver dysfunction, those taking diuretics and ACE inhibitors, and the elderly. Discontinuation of NSAID therapy is usually followed by recovery to the pretreatment state.

The extent to which metabolites may accumulate in patients with renal failure has not been studied with MOBIC. Because some MOBIC metabolites are excreted by the kidney, patients with significantly impaired renal function should be more closely monitored.

Hematological Effects

Anemia is sometimes seen in patients receiving NSAIDs, including MOBIC. This may be due to fluid retention, GI blood loss, or an incompletely described effect upon erythropoiesis. Patients on long-term treatment with NSAIDs, including MOBIC, should have their hemoglobin or hematocrit checked if they exhibit any signs or symptoms of anemia.

Drugs which inhibit the biosynthesis of prostaglandins may interfere to some extent with platelet function and vascular responses to bleeding.

NSAIDs inhibit platelet aggregation and have been shown to prolong bleeding time in some patients. Unlike aspirin their effect on platelet function is quantitatively less, of shorter duration, and reversible. MOBIC does not generally affect platelet counts, prothrombin time (PT), or partial thromboplastin time

(PTT). Patients receiving MOBIC who may be adversely affected by alterations in platelet function, such as those with coagulation disorders or patients receiving anticoagulants, should be carefully monitored.

Fluid Retention and Edema

Fluid retention and edema have been observed in some patients taking NSAIDs, including MOBIC. Therefore, as with other NSAIDs, MOBIC should be used with caution in patients with fluid retention, hypertension, or heart failure.

Pre-existing Asthma

Patients with asthma may have aspirin-sensitive asthma. The use of aspirin in patients with aspirin-sensitive asthma has been associated with severe bronchospasm which can be fatal. Since cross reactivity, including bronchospasm, between aspirin and other nonsteroidal anti-inflammatory drugs has been reported in such aspirin-sensitive patients, MOBIC should not be administered to patients with this form of aspirin sensitivity and should be used with caution in patients with pre-existing asthma.

Information for Patients

MOBIC, like other drugs of its class, can cause discomfort and, rarely, more serious side effects, such as gastrointestinal bleeding, which may result in hospitalization and even fatal outcomes. Although serious GI tract ulcerations and bleeding can occur without warning symptoms, patients should be alert for the signs and symptoms of ulcerations and bleeding, and should ask for medical advice when observing any indicative signs or symptoms. Patients should be made aware of the importance of this follow-up (see WARNINGS, Gastrointestinal (GI) Effects - Risk of GI Ulceration, Bleeding and Perforation). Patients should report to their physicians signs or symptoms of gastrointestinal ulceration or bleeding, skin rash, weight gain, or edema.

Patients should be informed of the warning signs and symptoms of hepatotoxicity (e.g., nausea, fatigue, lethargy, pruritus, jaundice, right upper quadrant tenderness, and "flu-like" symptoms). If these occur, patients should be instructed to stop therapy and seek immediate medical therapy.

Patients should also be instructed to seek immediate emergency help in the case of an anaphylactoid reaction (see WARNINGS, Anaphylactoid Reactions).

In late pregnancy, as with other NSAIDs, MOBIC should be avoided because it may cause premature closure of the ductus arteriosus.

Laboratory Tests

Patients on long-term treatment with NSAIDs should have their CBC and a chemistry profile checked periodically. If clinical signs and symptoms consistent with liver or renal disease develop, systemic manifestations occur (e.g., eosinophilia, rash, etc.) or if abnormal liver tests persist or worsen, MOBIC should be discontinued.

Drug Interactions

ACE Inhibitors Reports suggest that NSAIDs may diminish the antihypertensive effect of angiotensin-converting enzyme (ACE) inhibitors. This interaction should be given consideration in patients taking NSAIDs concomitantly with ACE inhibitors.

Aspirin Concomitant administration of aspirin (1000 mg tid) to healthy volunteers tended to increase the AUC (10%) and C_{max} (24%) of meloxicam. The clinical significance of this interaction is not known; however, as with other NSAIDs, concomitant administration of meloxicam and aspirin is not generally recommended because of the potential for increased adverse effects. Concomitant administration of low-dose aspirin with MOBIC may result in an increased rate of GI ulceration or other complications, compared to use of MOBIC alone. MOBIC is not a substitute for aspirin for cardiovascular prophylaxis.

Cholestyramine Pretreatment for four days with cholestyramine significantly increased the clearance of meloxicam by 50%. This resulted in a decrease in $t_{1/2}$ from 19.2 hours to 12.5 hours, and a 35% reduction in AUC. This suggests the existence of a recalculation pathway for meloxicam in the gastrointestinal tract. The clinical relevance of this interaction has not been established.

Cimetidine Concomitant administration of 200 mg cimetidine did not alter the single-dose pharmacokinetics of 30 mg meloxicam.

Digoxin Meloxicam 15 mg once daily for 7 days did not alter the plasma concentration profile of digoxin after β -acetylglucoside administration for 7 days at clinical doses. *In vitro* testing found no protein binding drug interaction between digoxin and meloxicam.

Furosemide Clinical studies, as well as post-marketing observations, have shown that NSAIDs can reduce the natriuretic effect of furosemide and thiazide diuretics in some patients. This effect has been attributed to inhibition of renal prostaglandin synthesis. Studies with furosemide agents and meloxicam have not demonstrated a reduction in natriuretic effect. Furosemide single and multiple dose pharmacokinetics and pharmacokinetics are not affected by multiple doses of meloxicam. Nevertheless, during concomitant therapy with furosemide and MOBIC, patients should be observed closely for signs of declining renal function (see PRECAUTIONS, Renal Effects), as well as to assure diuretic efficacy.

Lithium In clinical trials, NSAIDs have produced an elevation of plasma lithium levels and a reduction in renal lithium clearance. In a study conducted in healthy subjects, mean pre-dose lithium concentration and AUC were increased by 21% in subjects receiving lithium doses ranging from 804 to 1072 mg BID with meloxicam 15 mg QD as compared to subjects receiving lithium alone. These effects have been attributed to inhibition of renal prostaglandin synthesis by MOBIC. Patients on lithium treatment should be closely monitored when MOBIC is introduced, adjusted, or withdrawn.

Methotrexate A study in 13 rheumatoid arthritis (RA) patients evaluated the effects of multiple doses of meloxicam on the pharmacokinetics of methotrexate taken once weekly. Meloxicam did not have a significant effect on the pharmacokinetics of single doses of methotrexate. *In vitro*, methotrexate did not displace meloxicam from its human serum binding sites.

Warfarin Anticoagulant activity should be monitored, particularly in the first few days after initiating or changing MOBIC therapy in patients receiving warfarin or similar agents, since these patients are at an increased risk of bleeding. The effect of meloxicam on the anticoagulant effect of warfarin was studied in a group of healthy subjects receiving daily doses of warfarin that produced an INR (International Normalized Ratio) between 1.2 and 1.8. In these subjects, meloxicam did not alter warfarin pharmacokinetics and the average anticoagulant effect of warfarin as determined by prothrombin time. However, one subject showed an increase in INR from 1.5 to 2.1. Caution should be used when administering MOBIC with warfarin since patients on warfarin may experience changes in INR and an increased risk of bleeding complications when a new medication is introduced.

Carcinogenesis, Mutagenesis, Impairment of Fertility

No carcinogenic effect of meloxicam was observed in rats given oral doses up to 0.8 mg/kg/day (approximately 0.4-fold the human dose at 15 mg/day for a 50 kg adult based on body surface area conversion) for 104 weeks or in mice given oral doses up to 8.0 mg/kg/day (approximately 2.2-fold the human dose, as noted above) for 99 weeks.

Meloxicam was not mutagenic in an Ames assay, or clastogenic in a chromosome aberration assay with human lymphocytes and an *in vivo* micronucleus test in mouse bone marrow.

Meloxicam did not impair male and female fertility in rats at oral doses up to 9 and 5 mg/kg/day, respectively (4.9-fold and 2.5-fold the human dose, as noted above). However, an increased incidence of embryolethality at oral doses ≥ 1 mg/kg/day (0.5-fold the human dose, as noted above) was observed in rats when dams were given meloxicam 2 weeks prior to mating and during early embryonic development.

Pregnancy

Teratogenic Effects: Pregnancy Category C. Meloxicam caused an increased incidence of septal defect of the heart, a rare event, at an oral dose of 60 mg/kg/day (64.5-fold the human dose at 15 mg/day for a 50 kg adult based on body surface area conversion) and embryolethality at oral doses ≥ 5 mg/kg/day (5.4-fold the human dose, as noted above) when rabbits were treated throughout organogenesis. Meloxicam was not teratogenic in rats up to an oral dose of 4 mg/kg/day (approximately 2.2-fold the human dose, as noted above) throughout organogenesis. An increased incidence of stillbirths was observed when rats were given oral doses ≥ 1 mg/kg/day throughout organogenesis. Meloxicam crosses the placental barrier. There are no adequate and well-controlled studies in pregnant women. MOBIC should be used during pregnancy only if the potential benefit justifies the potential risk to the fetus.

Nonteratogenic Effects: Meloxicam caused a reduction in birth index, live births, and neonatal survival at oral doses ≥ 0.125 mg/kg/day (approximately

0.07-fold the human dose at 15 mg/day for a 50 kg adult based on body surface area conversion) when rats were treated during the late gestation and lactation period. No studies have been conducted to evaluate the effect of meloxicam on the closure of the ductus arteriosus in humans; use of meloxicam during the third trimester of pregnancy should be avoided.

Labor and Delivery

Studies in rats with meloxicam, as with other drugs known to inhibit prostaglandin synthesis, showed an increased incidence of stillbirths, increased length of delivery time, and delayed parturition at oral doses ≥ 1 mg/kg/day (approximately 0.5-fold the human dose at 15 mg/day for a 50 kg adult based on body surface area conversion), and decreased pup survival at an oral dose of 4 mg/kg/day (approximately 2.1-fold the human dose, as noted above) throughout organogenesis. Similar findings were observed in rats receiving oral doses ≥ 0.125 mg/kg/day (approximately 0.07-fold the human dose, as noted above) during late gestation and the lactation period.

Nursing Mothers

Studies of meloxicam excretion in human milk have not been conducted; however, meloxicam was excreted in the milk of lactating rats at concentrations higher than those in plasma. Because of the potential for serious adverse reactions in nursing infants from MOBIC, a decision should be made whether to discontinue nursing or to discontinue the drug, taking into account the importance of the drug to the mother.

Pediatric Use

Safety and effectiveness in pediatric patients under 18 years of age have not been established.

Geriatric Use

As with any NSAID, caution should be exercised in treating the elderly (65 years and older).

ADVERSE REACTIONS

The MOBIC phase 2/3 clinical trial database includes 10,122 patients treated with MOBIC 7.5 mg/day and 3,505 patients treated with MOBIC 15 mg/day. MOBIC at these doses was administered to 661 patients for at least 6 months and to 312 patients for at least one year. Approximately 10,500 of these patients were treated in ten placebo and/or active-controlled osteoarthritis trials. Gastrointestinal (GI) adverse events were the most frequently reported adverse events in all treatment groups across MOBIC trials.

A 12-week multicenter, double-blind, randomized trial was conducted in patients with osteoarthritis of the knee or hip to compare the efficacy and safety of MOBIC with placebo and with an active control.

The following adverse events (%) occurred in $\geq 2\%$ of MOBIC 7.5 mg daily ($n=154$) and 15 mg daily ($n=156$) patients, respectively, in a 12-week osteoarthritis placebo- and active-controlled trial: abdominal pain, 1.9%, 2.6%; diarrhea, 7.8%, 3.2%; dyspepsia, 4.5%, 4.5%; flatulence, 3.2%, 3.2%; nausea, 3.9%, 3.8%; accident household, 4.5%, 3.2%; edema, 1.9%, 4.5%; fall, 2.6%, 0.0%; influenza-like symptoms, 4.5%, 5.8%; dizziness, 2.6%, 3.8%; headache, 7.8%, 8.3%; pharyngitis, 0.6%, 3.2%; upper respiratory tract infection, 3.2%, 1.9%; rash, 2.6%, 1.6%.

The following adverse events (%) occurred with MOBIC 7.5 mg daily in $\geq 2\%$ of patients treated, respectively, in short-term (4-6 weeks) and long-term (6 months) active-controlled osteoarthritis trials: abdominal pain, 2.7%, 4.7%; constipation, 0.8%, 1.6%; diarrhea, 1.9%, 5.9%; dyspepsia, 3.8%, 8.9%; flatulence, 0.5%, 3.0%; nausea, 2.4%, 4.7%; vomiting, 0.6%, 1.8%; edema, 0.6%, 2.4%; pain, 0.9%, 3.6%; dizziness, 1.1%, 2.4%; headache, 2.4%, 3.6%; anemia, 0.1%, 4.1%; arthralgia, 0.5%, 5.3%; back pain, 0.5%, 3.0%; insomnia, 0.4%, 3.6%; coughing, 0.2%, 2.4%; upper respiratory tract infection, 0.2%, 8.3%; pruritus, 0.4%, 2.4%; rash, 0.3%, 3.0%; micturition frequency, 0.1%, 2.4%; urinary tract infection, 0.3%, 4.7%.

The following adverse events (%) occurred with MOBIC 15 mg daily in $\geq 2\%$ of patients treated, respectively, in short-term (4-6 weeks) and long-term (6 months) active-controlled osteoarthritis trials: abdominal pain, 2.3%, 2.9%; constipation, 1.2%, 2.6%; diarrhea, 2.7%, 2.6%; dyspepsia, 7.4%, 9.5%; flatulence, 0.2%, 6.5%; nausea, 4.7%, 7.2%; vomiting, 0.8%, 2.6%; edema, 2.0%, 1.6%; pain, 2.0%, 5.2%; dizziness, 1.6%, 2.6%; headache, 2.7%, 2.6%; anemia, 0.0%, 2.9%; arthralgia, 0.0%, 1.3%; back pain, 0.4%, 0.7%; insomnia, 0.0%, 1.6%; coughing, 0.8%, 1.0%; upper respiratory tract infection, 0.0%, 7.5%; pruritus, 1.2%, 0.0%; rash, 1.2%, 1.3%; micturition frequency, 0.4%, 1.3%; urinary tract infection, 0.4%, 6.9%.

WHO preferred terms edema, edema dependent, edema peripheral and edema legs combined.

WHO preferred terms rash, rash erythematous and rash maculo-papular combined. As with other NSAIDs, higher doses of MOBIC (e.g., chronic daily 30 mg dose) were associated with an increased risk of serious GI events, therefore the daily dose of MOBIC should not exceed 15 mg.

The following is a list of adverse drug reactions occurring in $< 2\%$ of patients receiving MOBIC in clinical trials involving approximately 15,400 patients. Adverse reactions reported only in worldwide post-marketing experience or the literature are shown in italics and are considered rare ($< 0.1\%$).

Body as a Whole: allergic reaction, anaphylactoid reactions including shock, face edema, fatigue, fever, hot flushes, malaise, syncope, weight decrease, weight increase. **Cardiovascular:** angina pectoris, cardiac failure, hypertension, hypotension, myocardial infarction, vasculitis. **Central and Peripheral Nervous System:** convulsions, paresthesia, tremor, vertigo. **Gastrointestinal:** colitis, dry mouth, duodenal ulcer, encephalitis, esophagitis, gastric ulcer, gastritis, gastroesophageal reflux, gastrointestinal hemorrhage, hematemesis, hemorrhagic duodenal ulcer, hemorrhagic gastric ulcer, intestinal perforation, melena, pancreatitis, perforated duodenal ulcer, perforated gastric ulcer, stomatitis ulcerative. **Heart Rate and Rhythm:** arrhythmia, palpitation, tachycardia. **Hematologic:** agranulocytosis, leukopenia, purpura, thrombocytopenia. **Liver and Biliary System:** ALT increased, AST increased, bilirubinemia, GGT increased, hepatitis, jaundice, liver failure. **Metabolic and Nutritional:** dehydration. **Psychiatric Disorders:** abnormal dreaming, anxiety, appetite decreased, confusion, depression, nervousness, somnolence. **Respiratory:** asthma, bronchospasm, dyspnea. **Skin and Appendages:** alopecia, angioedema, hives, eruption, erythema multiforme, photosensitivity reaction, pruritus, Stevens-Johnson syndrome, sweating increased, toxic epidermal necrolysis, urticaria. **Special Senses:** abnormal vision, conjunctivitis, taste perversion, tinnitus. **Urinary System:** albuminuria, BUN increased, creatinine increased, hematuria, interstitial nephritis, renal failure.

OVERDOSEAGE
There is limited experience with meloxicam overdose. Four cases have taken 6 to 11 times the highest recommended dose; all recovered. Cholestyramine is known to accelerate the clearance of meloxicam. Symptoms following acute NSAID overdose are usually limited to lethargy, drowsiness, nausea, vomiting, and epigastric pain, which are generally reversible with supportive care. Gastrointestinal bleeding can occur. Severe poisoning may result in hypotension, acute renal failure, hepatic dysfunction, respiratory depression, coma, convulsions, cardiovascular collapse, and cardiac arrest. Anaphylactoid reactions have been reported with therapeutic ingestion of NSAIDs, and may occur following an overdose.

Patients should be managed with symptomatic and supportive care following an NSAID overdose. In cases of acute overdose, gastric lavage followed by activated charcoal is recommended. Gastric lavage performed more than one hour after overdose has little benefit in the treatment of overdose. Administration of activated charcoal is recommended for patients who present 1-2 hours after overdose. For substantial overdose or severely symptomatic patients, activated charcoal may be administered repeatedly. Accelerated removal of meloxicam by 4 gm oral doses of cholestyramine given three times a day was demonstrated in a clinical trial. Administration of cholestyramine may be useful following an overdose. Forced diuresis, alkalization of urine, hemodialysis, or hemoperfusion may not be useful due to high protein binding.

Rx only
MOBIC should be managed with symptomatic and supportive care following an NSAID overdose. In cases of acute overdose, gastric lavage followed by activated charcoal is recommended. Gastric lavage performed more than one hour after overdose has little benefit in the treatment of overdose. Administration of activated charcoal is recommended for patients who present 1-2 hours after overdose. For substantial overdose or severely symptomatic patients, activated charcoal may be administered repeatedly. Accelerated removal of meloxicam by 4 gm oral doses of cholestyramine given three times a day was demonstrated in a clinical trial. Administration of cholestyramine may be useful following an overdose. Forced diuresis, alkalization of urine, hemodialysis, or hemoperfusion may not be useful due to high protein binding.

Abbott Laboratories
Abbott Park, IL 60064

Boehringer Ingelheim

Copyright © 2003, Boehringer Ingelheim Pharmaceuticals, Inc. All rights reserved.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

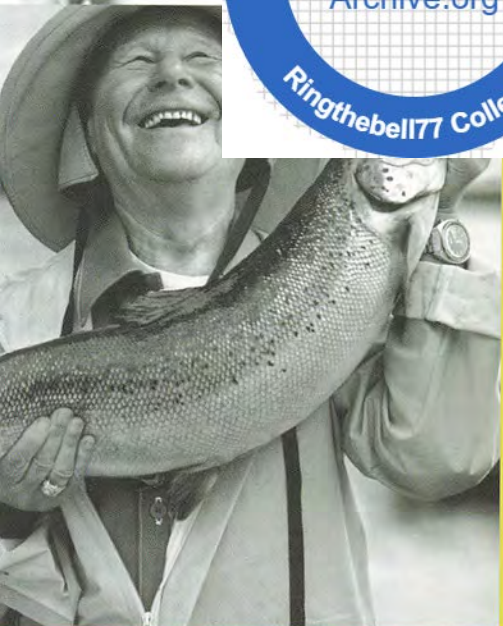
MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

MOBIC is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.



MOBIC® DELIVERS OA SUCCESS BY ANY DEFINITION



- Improvement in pain, stiffness, and physical function¹
- Low incidence of serious GI adverse events²
- Low incidence of MIs²
- Low incidence of hypertension and edema²
- No sulfonamide contraindication

Convenience with once-daily 7.5 mg and 15 mg tablets

References: 1. Yocum D, Fleischmann R, Dalgic P, et al. Safety and efficacy of meloxicam in the treatment of osteoarthritis: a 12-week, double-blind, multiple-dose, placebo-controlled trial. *Arch Intern Med.* 2000;160:2947-2954. 2. Data on file, Boehringer Ingelheim Pharmaceuticals, Inc.

mobic®
(meloxicam) tablets

EFFICACY WITH BALANCED SAFETY

www.mobictablet.com

MOBIC is indicated for relief of the signs and symptoms of osteoarthritis (OA). MOBIC is contraindicated in patients with known hypersensitivity to meloxicam. It should not be given to patients who have experienced asthma, urticaria, or allergic-type reactions after taking aspirin or other NSAIDs. Severe, rarely fatal, anaphylactic-like reactions to NSAIDs have been reported in such patients. As with all NSAIDs, GI bleeding can occur without warning. PLEASE SEE ADJACENT PAGE FOR IMPORTANT SAFETY INFORMATION.



WILLIAM CLAY FORD

OWNER AND CHAIRMAN



In an age where ownership changes and franchise moves in professional sports have become alarmingly commonplace, William Clay Ford continues to provide the Detroit Lions organization, its fans and the community with unwavering stability and sound leadership.

That leadership was crucial this past off-season when the Lions pursued and landed one of the NFL's most successful and admired head coaches in Steve Mariucci, who led San Francisco 49ers to four playoff runs and four 10-win seasons in six years from 1997-02.

"We've made several changes over the past few seasons to get our organization on track to win a title," said Mr. Ford. "Hiring Steve Mariucci may be the most important move we've made in our chase for a championship. He brings a sound mix of experience, leadership and motivation that is rare. He is one of the most successful coaches in the game today, as proven by his winning record."

One thing and one thing only remains the utmost goal to Mr. Ford, and that is for the Detroit Lions to win a Super Bowl. Mr. Ford understands that in the current competitive realities of the NFL, reaching the game's ultimate prize can be a quick climb. Not only is having the coaching staff and front office in place necessary for this ascension, but providing vital infrastructure, such as a new stadium and new practice facility, is important in the rise to the top.

Further evidence of Mr. Ford's commitment can be found in the fact the Lions returned "home" to a new downtown Detroit stadium, Ford Field, in 2002. The \$500 million stadium impacts the Lions ability to compete in several facets of the game. In this NFL age of salary cap and free agency, the revenues produced from Ford Field will help level the economic playing field with the Lions' NFL counterparts. Ford Field has already influenced NFL leadership as it became the overwhelming factor in Detroit being awarded the right to host Super Bowl XL to be played February 5, 2006. That championship game will clearly add to the city's economic landscape in numerous ways.

Ford Field is serving as a springboard, shaping further revitalized growth in the city of Detroit. The stadium's effect on the city will continue to be comprehensive with its contributions to host several events besides Lions games.

This past May, the Detroit News honored Mr. Ford as a Michigania of the Year for 2003, an annual tribute to a select citizen who made significant contributions to the state or local community, as he brought the Lions "back home" and opened Ford Field's doors to reap benefits for Detroit.



Mr. Ford with his son, Lions Vice Chairman Bill Ford, Jr., at Ford Field's Inaugural game.

"It means an awful lot to me," remarked Mr. Ford on his recognition. "This is where the Lions started, and this is where we ought to be. I've never been one of these owners that threatened to move to another city if we didn't get what we wanted. This is our home."

Additional confirmation of his steadfast dedication to the team was the completion of the team's \$36 million Headquarters and Training Facility in Allen Park, Mich., which opened in April 2002 as the NFL's premier training center. Thanks to Mr. Ford's addition of the Lions Headquarters and Training Facility, the entire organization is further developing year-round in a world-class environment. Both the short-term and long-term consequences on the players are significant as they train under conditions second to none. This joint venture between the Lions and Ford Land Development Corporation provides state-of-the-art facilities for players' off-season workouts, training camp, and in-season meetings and practices.

Throughout his tenure as owner, William Clay Ford has guided the Detroit Lions organization with a sense of balance, integrity and honest leadership. Never one to seek the limelight, Mr. Ford has not sought public accolades for his many contributions to football, the automobile industry and his community.





Known as Bill Ford to his friends and business associates, his relationship with the Lions began during his childhood when his father, Edsel Ford, took him to the University of Detroit Stadium to see the first Lions' team play in their maiden season in the Motor City in 1934.

He became a club director in 1956 and was asked by then-Lions' President Edwin J. (Andy) Anderson to become the Lions' president in 1961.

In November 1963, Mr. Ford purchased the team outright for \$4.5 million and officially took over the club January 10, 1964.

The 2002 season marked the 39th year of Mr. Ford's sole ownership of the club, and after making additional investments via free agency and shrewd development through the draft, he believes the team will become a title contender.

Of course, Mr. Ford's other passion in life is the automobile industry, he being a grandson of inventor and auto pioneer Henry Ford, founder of the Ford Motor Company.

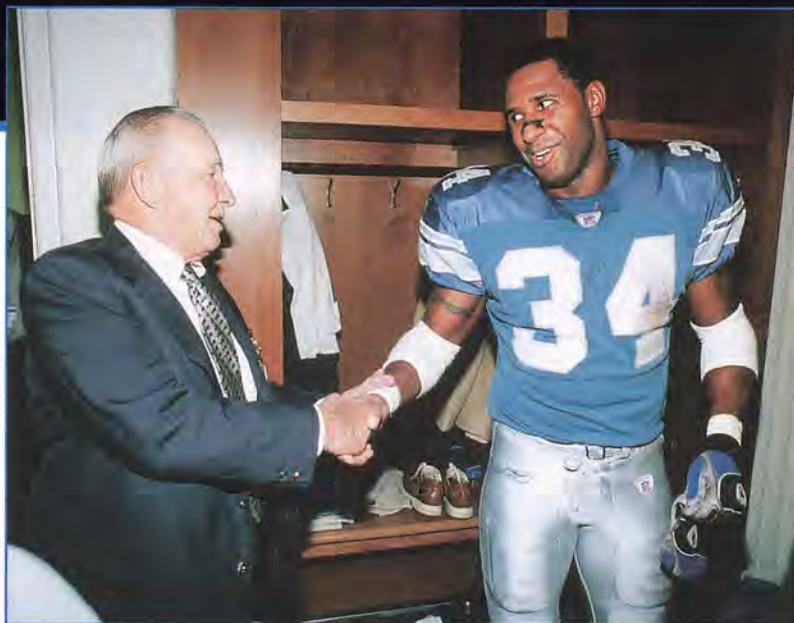
For the entire Ford family, 2003 marks a year of great pride and celebration as Ford Motor Company commemorates its historic 100 years as an icon in American industry.

Although he retired from his post as Ford Motor Company Vice-Chairman in March 1989, Mr. Ford remains a member of the Board of Directors and serves on its Finance Committee. He has been a board member since 1948 and was chairman of the company's Design Committee from its inception in 1957 until his retirement in 1989.

Utilizing his expertise in design, Mr. Ford is on special assignment as a design consultant focusing his efforts on the Jaguar.

During his career with the company, Mr. Ford gained special satisfaction and acclaim as the executive in charge of the design, development and subsequent introduction of the Continental Mark II, the successor to the classic Lincoln Continental that had been developed and introduced by his father Edsel in 1939.

The youngest of Edsel's four children, William Clay Ford was born March 14, 1925. Following a tour of duty with the U.S. Naval Air Corp in World War II, he enrolled at Yale, where he captained both the tennis and soccer teams at the Ivy League school. In fact, he was a nationally ranked tennis player until two Achilles tendon surgeries relegated him to the sidelines. Mr. Ford's athletic participation today includes golf, a game in which he became nearly a scratch performer, while registering a remarkable seven (7) hole-in-ones over the years.



Mr. Ford congratulates running back James Stewart on another 1,000 yard rushing season.

He graduated from Yale with a bachelor's of science degree in economics and then joined Ford's sales and advertising staff. He later served on the industrial relations staff where he was a member of the committee that negotiated the historic 1949 contract with the UAW-CIO.

Mr. Ford also is Chairman Emeritus of the Board of Trustees of The Henry Ford in Dearborn, Michigan. He is an honorary life trustee of the Eisenhower Medical Center, and serves as a national trustee of the Boys' and Girls' Clubs of America and he is an honorary chair of the United Way Community Services. Mr. Ford is a trustee for the Michigan Heart Association and he is on the Texas Heart Institute National Advisory Council. He received an honorary doctor of science degree from the Art Center College of Design in Pasadena, Calif., in 1981.

Mr. Ford's generosity as a benefactor was again recognized in 1997, as the outdoor courts of the University of Michigan's new tennis center were named in his honor. Also, a new addition to Detroit's Henry Ford Hospital (which bears the name of Mr. Ford's grandfather) opened in 1996 - The William Clay Ford Center for Athletic Medicine - which is one of the leading sports medicine treatment and research institutions in the country.

He is married to the former Martha Firestone of Akron, Ohio. They are the parents of three daughters-Martha, Sheila and Elizabeth-and a son, William Clay Ford, Jr., who serves as the Lions' Vice Chairman, in addition to his role as Chairman of the Board and Chief Executive Officer of Ford Motor Company.

One thing and one thing only remains the utmost goal to Mr. Ford, and that is for the Detroit Lions to win a Super Bowl.





WILLIAM CLAY FORD, JR

VICE CHAIRMAN



William Clay Ford, Jr. has left an ineradicable stamp on the organization since ascending to his current post of Vice Chairman in February 1995. His goals remain focused not only on outfitting a winner in the present, but shaping the franchise to ensure prosperity well into the 21st century both on and off the field. Ford continues to influence the direction of the franchise in order to position it among the elite professional sports organizations.

On the field, Ford shares his father's commitment and devotion to the Lions and sustains a burning passion to win. Like his father, he wants nothing more than to see the Lions regarded as one of the premier franchises in the National Football League and to produce a championship for the city of Detroit. This desire was never more obvious than this past February as the Lions hired former San Francisco 49ers Head Coach Steve Mariucci to guide the team.

"Steve Mariucci was the right coach because of his proven track record as a winner," said William Clay Ford, Jr. "He has won everywhere he has been, and a look at his tenure in San Francisco confirms his leadership in the NFL.

"Maintaining a goal of winning the Super Bowl is the top priority of this franchise. That's why you hire a head coach like Steve Mariucci."

Off the field, two momentous milestones were reached in 2002, the opening of Ford Field and the completion of the team's Headquarters and Training Facility in Allen Park, Mich. Both were shaped by Ford's resolve for the Lions to be a leader in the NFL, and these projects critically factor in the team's success.

Ford's role was instrumental as the Lions announced plans in August 1996 to build a new domed stadium in downtown Detroit (named Ford Field November 19, 1999). His dedication to the Lions was never more than when he spearheaded the team's stadium negotiations. Due largely to his determination and evident perseverance, the Lions struck a deal with the city of Detroit and Wayne County that established the foundation for the Lions to return to downtown Detroit last year.

Ford also continues to be on the forefront of influential and wide-ranging issues league-wide, as evidenced by his inclusion on the NFL International Committee, which oversees the continued development of the NFL Europe League.

Additionally, Ford balances his duties as Lions Vice Chairman with his responsibilities as Chairman



William Clay Ford, Jr. with Mariucci on draft day.

of the Board and Chief Executive Officer of Ford Motor Company. He assumed the role of Chairman of the Board January 1, 1999, and was named Chief Executive Officer October 30, 2001. His current role at Ford Motor Company not only entails a tremendous professional commitment, but also constitutes immense personal pride, as he was elected to the position once held by his great-grandfather and American automotive pioneer, Henry Ford.

Ford's personal pride in Ford Motor Company is especially evident this year as the automaker celebrates the company's first 100 years this past June.

Since the decision was made to move to downtown Detroit, Ford also wanted to provide a world-class practice facility to complement the team's stadium project. The \$36 million Allen Park facility, which opened April 2002, has been identified as the best facility in the NFL. Its expansive football facilities, including an indoor practice facility with a regulation-size field, provide the ideal training center for NFL players and coaches. With added features, such as its own broadcast studio, the new headquarters will maintain auxiliary business growth.

Besides developing new homes for the team to practice and play, Ford also played a vital role in Detroit's bid for its second Super Bowl as the league officially announced, November 1, 2000,





Ford Field the site of Super Bowl XL, to be played February 5, 2006.

In Ford's eight years in his current role, he has made a remarkable and far-reaching impact, as the organization has taken major steps forward on several fronts. In addition to the new stadium and practice facility, under Ford's guidance the Lions have launched one of the industry's most aggressive marketing campaigns, which currently centers on enhanced revenue streams derived primarily from Ford Field.

Over the past four years, the Lions have reached major achievements in ticket sales. In 1999, the team instituted a new ticket sales policy, including the introduction of the largest "Family Section" in the NFL that is now a part of the Ford Field experience. In 2001, Detroit established a new record for season tickets sales. And for the first time in team history, the Lions initiated a waiting list for season tickets after they sold out in February 2002. In the first year of Ford Field, every Lions' home game, including both preseason contests, were sold out and televised locally in the Detroit Metro broadcast area.

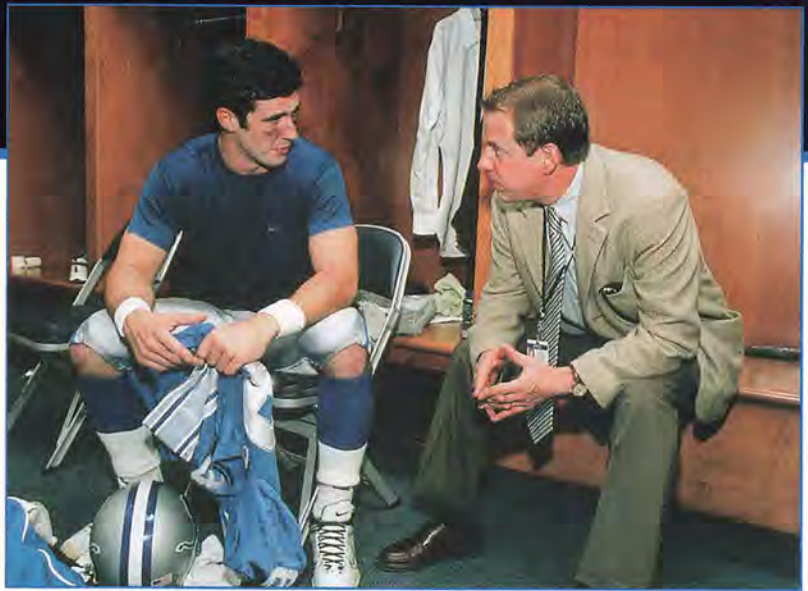
Through Ford's support, the Detroit Lions began a collaborative effort with Detroit Public Schools and Communities in Schools of Detroit to open the Detroit Lions Academy. The school offers an alternative school environment for approximately 85 sixth, seventh and eight grade students. He has been a significant supporter of the team's involvement in a wide array of community programs, such as sponsoring Detroit PAL youth football program, and the continued development of Detroit Lions Charities, which has awarded more than \$2.3 million in total donations in its 13-year history.

Under Ford's direction, the Lions began publishing a team magazine and Internet site, which was one of the first official team sites launched in pro sports.

The club also entered into a lucrative partnership with Infinity Broadcasting (now CBS Radio) for the Lions' radio broadcast rights and started production on weekly radio and television shows that air throughout the season.

William Clay Ford, Jr., 46, had previously been Treasurer of the Lions since 1980. Among his other roles within the NFL structure in the past has been his inclusion on the NFL's Finance Committee, Broadcasting Committee and NFL Properties' Committee.

In 1996, he was named to Newsweek Magazine's "The Century Club", a list of 100 people to watch as America headed into the next millennium. Ford was one of only two people from the state of Michigan named to that list. And in March 2000, Ford graced



Lions Vice Chairman William Clay Ford, Jr. talks with quarterback Joey Harrington after one of Harrington's starts as a rookie

the cover of Fortune Magazine, which deemed him a "breath of fresh air for Detroit" and lauded both he and Ford Motor Company for continued progress both economically and environmentally within the auto industry.

Prior to his current appointment at Ford Motor Company, Ford had served on the company's Board of Directors (elected on January 14, 1988) for 11 years. He assumed the position of Chairman of the Finance Committee for Ford Motor on January 1, 1995. He also is Chairman of the Environmental and Public Policy Committee.

Ford shares his father's commitment and devotion to the Lions and sustains a burning passion to win.

The Princeton University graduate earned a master's degree in management as an Alfred P. Sloan Fellow at the Massachusetts Institute of Technology.

Mr. Ford is Chairman of the Board of Trustees of The Henry Ford, and a trustee of Detroit Renaissance and Princeton University. He is also a member of the board of the Greater Downtown Partnership Board of Directors (Detroit).





STEVE MARIUCCI

1 Year Lions • 12 Years NFL

HEAD COACH



Steve Mariucci, 47, arrives in Detroit after a successful six-year head coaching tenure with the San Francisco 49ers'. He compiled a 57-39 (.594) regular season record, while his teams earned playoff berths four times (1997, 1998, 2001 and 2002). Including postseason games, Mariucci's NFL coaching record stands at 60-43 (.583), and he has an overall mark of 38-14 (.731) at home.

The ability to generate an about-face turnaround under adverse conditions is essential while building a successful organization. Mariucci proved this quality as a coach by navigating the 49ers' organization through salary-cap related struggles and returning it to a winner, and he demonstrated it as a player by commanding Northern Michigan University from a winless college football program to a national championship as a standout quarterback.

An incomparable result derived from his coaching and leadership traits occurred in San Francisco when the team struggled through a harsh salary cap environment and re-joined the platform that staged the NFC elite teams. Simply stated, the 49ers' went from the top to near the bottom and to the top again between 1997-02. Mariucci took over in San Francisco with a veteran-laden squad that included future hall of famers such as wide receiver Jerry Rice and quarterback Steve Young. He maintained their success by winning 25 out of 32 games (13-3 in 1997 and 12-4 in 1998) in his first two seasons. The organization then faced serious salary cap issues and was forced to turn over the roster at an unprecedented level for a period of time. After forging through two atypical but foreseen down seasons (four wins in 1999 and six wins in 2000), he put the 49ers' back into contention with



Head Coach Mariucci with team during mini-camp.

face of the team to younger talent at quarterback, wide receiver and on defense. For example, Mariucci was forced to start as many as seven defensive rookies, including five at one time in 2000. The 49ers' went from 6-10 in '00 and jumped to 12-4 the next season. The rather young 2001 squad was Mariucci's third 12-win team in five years and were led by Pro Bowl selections, including quarterback Jeff Garcia, defensive tackle Bryant Young, guard Ray Brown (started for Detroit in 2002), center Jeremy Newberry, wide receiver Terrell Owens and running back Garrison Hearst. Hearst earned Comeback-Player-of-the-Year honors by gaining 1,206 rushing yards and four touchdowns after recovering from a career-threatening two-year ankle injury.

Mariucci's West Coast offenses engineered high-powered production during his stint in the

Including postseason games, Mariucci's NFL coaching record stands at 60-43 (.583), and he has an overall mark of 38-14 (.731) at home.

two-straight playoff appearances with a 12-4 record in 2001 and an NFC West title with a 10-6 record in 2002.

San Francisco was one of five teams to put together back-to-back 10-win seasons in 2001 and 2002, and the 49ers' were one of four teams to win 22-or-more games the past two years. Mariucci's positive guidance directed this unusual up-down-then back up again ride by the 49ers'.

The year that perhaps best exemplifies Mariucci's ability to rise to the top was 2001. That season his club went from salary cap sufferers to NFC contenders. The transition years of 1999 and 2000 changed the

Bay Area. Since 1997, San Francisco ranks third in the NFL in total offense with a combined clip of 361.7 yards per game, behind only St. Louis (364.2) and Minnesota (362.0). From 1997-02, Mariucci's squads averaged 24.1 points per game. Mariucci produced offenses during the same six seasons that ranked in the top 10 five times (1998-02). The 49ers' rushing attack gained the third-most yards (134.3 yards per game) of all NFL teams behind only Pittsburgh (142.1) and Denver (137.1). From 1998-02, San Francisco (370.1 yards per game) ranked second to St. Louis (377.6) in total offense, second in rushing (136.6) behind Pittsburgh, and





fifth overall in passing (233.5).

The 49ers' ranked first overall in total offense during the 1998 season, and San Francisco became the first team since the 1941 Chicago Bears to lead the league in gross passing yards and rushing yards in the same season. They averaged a franchise record 425.1 yards per game, which was second-best in league history. For two-straight seasons (1998-99), the 49ers' ground out rushing totals that led the NFL.

Defensively, Mariucci's teams also had success, especially against the run. Along with the top overall ranking in 1997, the 49ers' finished in the top 10 in rushing defense four times (1997-98, 2001-02). After playing numerous rookies in 2000, the team jumped from 29th to 13th in the league the next season in total defense.

The Pro Bowl has been well-represented by several players during Mariucci's time in San Francisco. Through 2002, 27 players were selected for trips to Hawaii as representatives from Mariucci's teams. From 1997-02, the 49ers' averaged between four and five players (4.5) a year in the NFL's annual all-star classic. Notable in Mariucci's San Francisco stint was that two different players made the Pro Bowl at three key offensive positions. This includes Garcia and Young at quarterback, Hearst and Charlie Garner at running back and Owens and Rice at wide receiver.

Both quarterbacks (Young and Garcia) earned multiple trips to the Pro Bowl. Young's career-high 4,170 passing yards and franchise record 36 touchdown passes in 1998 occurred in Mariucci's second season. After Young's retirement, Mariucci developed Garcia, a free agent and Canadian Football League (CFL) project, into a three-time Pro Bowler. Garcia was the starter in this year's Pro Bowl. Garcia set a franchise record 4,278 passing yards in 2000 and became the first passer in 49ers history with 30-plus touchdown tosses in consecutive seasons (32 in 2000 and 31 in 2002).

Mariucci's NFL head coaching career was launched in 1997 when he took over the San Francisco 49ers'. His rookie season was among the best all-time. His squad finished with a 13-3 record that included an 11-game win streak while being without Jerry Rice, the NFL's greatest wide receiver, for almost all of the year after tearing his ACL in Mariucci's pro head coaching debut. The 11 consecutive win streak set an NFL record for the best consecutive win streak by a rookie head coach. That season, the 49ers' claimed the NFC West division title and advanced to the NFC Championship game.



Mariucci gives direction to quarterback Joey Harrington.

The 49ers' attack was well balanced with the league's top ranked defense and second-ranked offense.

Mariucci delved into the head coaching ranks at the Division I college level by leading the Bears football program at the University of California in 1996. His rather young program battled to a 6-5 record and earned a spot in the Aloha Bowl. As he implemented the West Coast system, the Bears offense averaged 457.6 yards per game, including a school record for passing yards (321.5 per game).

While serving as quarterbacks coach in Green Bay from 1992-95, Mariucci supervised the evolution of Brett Favre from traded back-up quarterback to an NFL superstar of success, durability and longevity. Favre started his amazing run of 173 consecutive starts at quarterback in 1992, which was Mariucci's first year in Green Bay. He coached Favre to three Pro Bowl nods (1992-93, '95 seasons) and to NFL MVP in 1995. Other quarterbacks Mariucci developed during that time included Mark Brunell and current Lion's back-up quarterback Ty Detmer.

From 1987-91, Mariucci was the offensive coordinator (1990-91) and special teams coach (1987-89) for the University of California. The season prior to his stay in Berkeley, Mariucci was at Southern California as wide receivers and special teams coach in 1986. The only year during the decade of the 1980s he spent on the pro level was 1985 when he worked as wide receivers/tight ends coach for the Orlando Renegades (USFL) and quality

Mariucci's NFL head coaching career was launched in 1997 when he took over the San Francisco 49ers'.



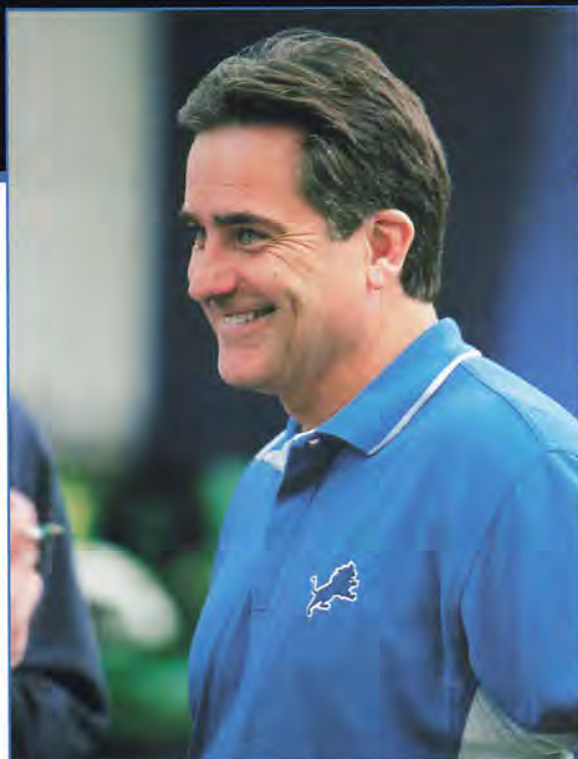


HEAD COACH

control coach for the Los Angeles Rams in the same calendar year. He was assistant head coach (1984) and offensive coordinator (1983) at Louisville from 1983-84. Mariucci served his first college coaching stop when he was the quarterbacks coach and special teams coordinator at Cal State-Fullerton from 1980-82.

The road to becoming an NFL head coach for Mariucci originated at his alma mater, Northern Michigan University (located in Marquette, Mich.), where he coached quarterbacks and running backs for two seasons from 1978-79.

As a Division II star at Northern Michigan, he quarterbacked a program to one of the most remarkable improvements in the entire history of college football. In 1974, Mariucci was inserted as the team's signal caller his freshman year after starting



Steve Mariucci *Head Coach*

1st year with Lions
12th year in NFL

Pro Coaching Experience

Detroit Lions	2003
Head Coach	
San Francisco 49ers	1997-02
Head Coach	
Green Bay Packers	1992-95
Quarterbacks	
Los Angeles Rams	1985
Quality Control	
Orlando Renegades (USFL)	1985
Wide Receivers/Tight Ends	

College Coaching Experience

California	1996, 1987-91
Head Coach	1996
Offensive Coordinator	1990-91
Wide Receivers and	1987-89
Special Teams	
Southern California	1986
Wide Receivers and	
Special Teams	
Louisville	1983-84
Assistant Head Coach	1984
Offensive Coordinator	1983
Cal State-Fullerton	1980-82
Quarterbacks and Special	
Teams Coordinator	
Northern Michigan	1978-79
Quarterbacks and	
Running Backs	

fourth on the depth chart. That season, the Wildcats struggled through an 0-10 record. In his sophomore season, however, an explosive turnaround occurred as he led the team to a 13-1 record and a Division II National Championship. Mariucci claimed All-America honors twice (1976-77), voted team MVP three-straight times (1975-77) and established 14 school passing records before he graduated.

In 1988, Mariucci was honored by the university that he led to greatness in the mid-1970s when he was inducted into the Northern Michigan University Hall of Fame. Seven years later, he was a 1995 inductee into the Upper Peninsula of Michigan Hall of Fame.

Mariucci is well known in Michigan circles because of his long-time friendship with Tom Izzo, Michigan State's head basketball coach. Mariucci and Izzo were teammates and co-captains in football, basketball and track at Iron Mountain High School. They were roommates at Northern Michigan and were members and captains of the football (Mariucci) and basketball (Izzo) teams. Each accrued Division II All-America honors in their sports during their college careers.

In fact, Mariucci and Izzo are co-hosts for a charity golf tournament in Iron Mountain each summer.

Born November 4, 1955, the Iron Mountain native and his wife Gayle have four children: sons, Tyler (age 18), Adam (age 16) and Stephen (age 14), and daughter, Brielle (age 7).





Here's to muscle. Past. Present. And future.



100 YEARS

Richard Smith

Assistant Head Coach/Linebackers

1st year with Lions
16th year in NFL

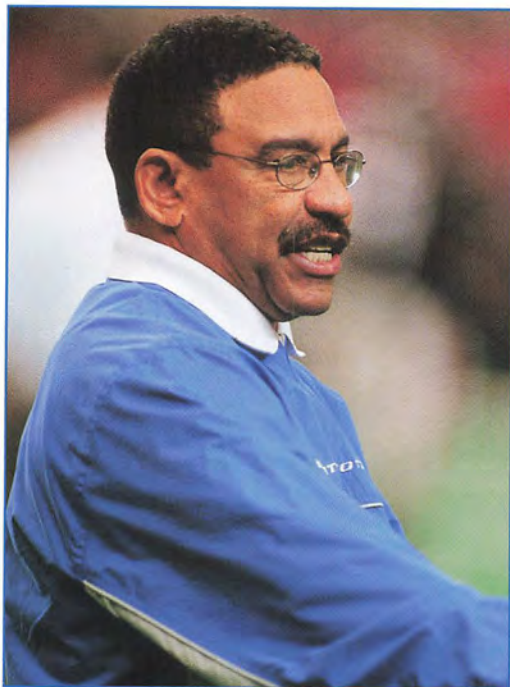
Pro Coaching Experience

Detroit Lions	2003-
Assistant Head Coach/ Linebackers	
San Francisco 49ers	1997-02
Linebackers	
Denver Broncos	1993-96
Special Teams	1996
Special Teams/Linebackers	1993-95
Houston Oilers	1988-92
Offensive Line	1992
Linebackers	1990-91
Tight Ends/Special Teams	1988-89

College Coaching Experience

Arizona	1987
Linebackers/Special Teams	
California	1984-86
Outside Linebackers/ Special Teams	
Cal State-Fullerton	1981-83
Defensive Line	
Rio Hondo (Calif.) Junior College	1979-80
Offensive Line	





Sherman Lewis
Offensive Coordinator

2nd year with Lions
21st year in NFL

Pro Coaching Experience

Detroit Lions	2002-
Offensive Coordinator	2003-
Special Assistant-Offense	2002
Minnesota Vikings	2000-01
Offensive Coordinator	
Green Bay Packers	1992-99
Offensive Coordinator	
San Francisco 49ers	1983-91
Wide Receivers	1989-91
Running Backs	1983-88

College Coaching Experience

Michigan State	1969-82
Asst. Head Coach/Def. Coordinator/Linebackers	1980-82
Defensive Backs	1970-79
Offensive Backs	1969



Kurt Schottenheimer
Defensive Coordinator

2nd year with Lions
17th year in NFL

Pro Coaching Experience

Detroit Lions	2002-
Defensive Coordinator	
Washington Redskins	2001
Defensive Coordinator	
Kansas City Chiefs	1989-00
Defensive Coordinator	1999-00
Defensive Backs	1995-98
Special Teams	1989-94
Cleveland Browns	1987-88
Special Teams	

College Coaching Experience

Notre Dame	1986
Linebackers	
Louisiana State	1984-85
Linebackers	
Tulane	1983
Defensive Assistant	
Michigan State	1978-82
Defensive Assistant	
William Patterson State (NJ)	1974
Defensive Coordinator	



THEY ROAR.

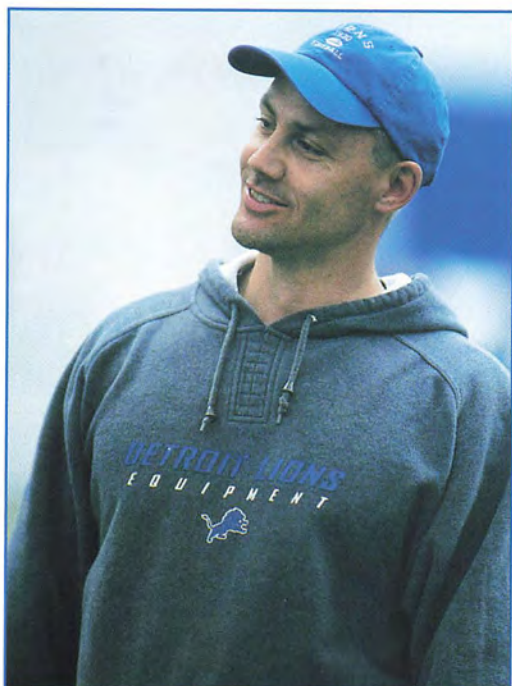


WE POUR.



Official
Choice
of the
Detroit
Lions.

PEPSI, PEPSI-COLA and The Pepsi Globe design are trademarks of PepsiCo, Inc.



Jason Arapoff
Strength and Conditioning

3rd year with Lions
16th year in NFL

Pro Coaching Experience

Detroit Lions	2001-
Strength and Conditioning	
Washington Redskins	1988-00
Conditioning Director	1992-00
Conditioning Assistant	1988-91

Malcolm Blacken
Assistant Strength and Conditioning

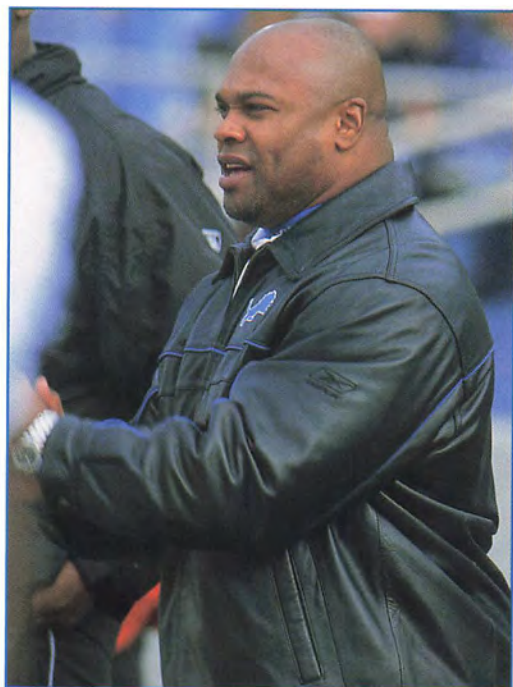
3rd year with Lions
8th year in NFL

Pro Coaching Experience

Detroit Lions	2001-
Assistant Strength and Conditioning	
Washington Redskins	1996-00
Strength and Conditioning Assistant	

College Coaching Experience

Virginia	1995
Strength Assistant	
George Mason	1992-94
Strength and Conditioning Coach	
South Carolina	1990-91
Assistant Strength and Conditioning	



Don Clemons

Defensive Assistant

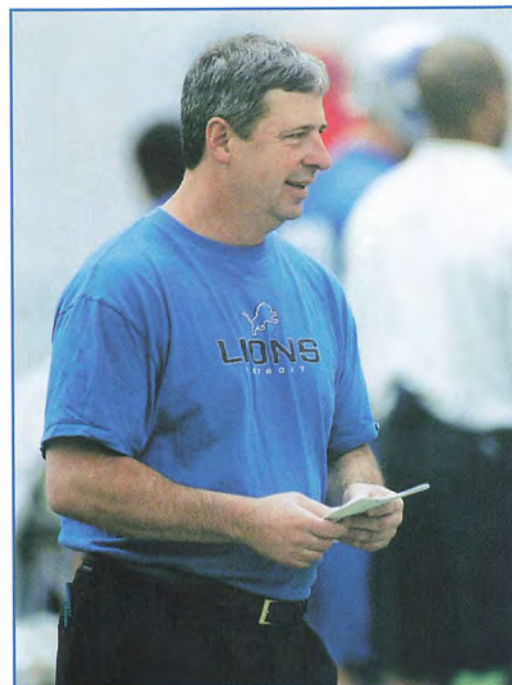
19th year with Lions
19th year in NFL

Pro Coaching Experience

Detroit Lions	1985-
Defensive Assistant	2003-
Defensive Asst./	2001-02
Quality Control	
Defensive Asst. & Linebackers	2000
Defensive Assistant	1998-99
Defensive Asst./	1997
Asst. Strength & Conditioning	
Defensive Assistant	1988-96
Defensive Asst./LB's & CB's	1996
Linebackers	1995
Outside Linebackers	1992-94
Defensive Assistant	1988-91
Strength & Conditioning	1985-87

College Coaching Experience

Arizona State	1980-84
Strength & Conditioning	
New Mexico State	1979
Linebackers	
Kutztown State	1977-78
Outside Linebackers	



George Dyer

Defensive Line

1st year with Lions
22nd year in NFL

Pro Coaching Experience

Detroit Lions	2003-
Defensive Line	
Denver Broncos	1995-02
Assistant to the Head Coach	2002
Defensive Line	1995-01
Los Angeles Rams	1992-94
Defensive Coordinator/	
Defensive Line	
Seattle Seahawks	1983-91
Defensive Line	
Buffalo Bills	1982
Defensive Line	
Winnipeg Bombers (CFL)	1974-76
Defensive Line	

College Coaching Experience

Arizona State	1980-81
Defensive Coordinator	
Michigan State	1977-79
Defensive Coordinator	
San Jose State	1973
Linebackers	
Idaho	1972
Defensive Line	
Portland State	1968-71
Defensive Coordinator	
Coalinga Junior College (Calif.)	1967
Head Coach	
Humboldt State	1964-66
Defensive Assistant	



Winning Choices!



Turn On the Fun™

TOSHIBA

Image is Everything

SEARS

ASSISTANT COACHES

Kevin Higgins *Quarterbacks*

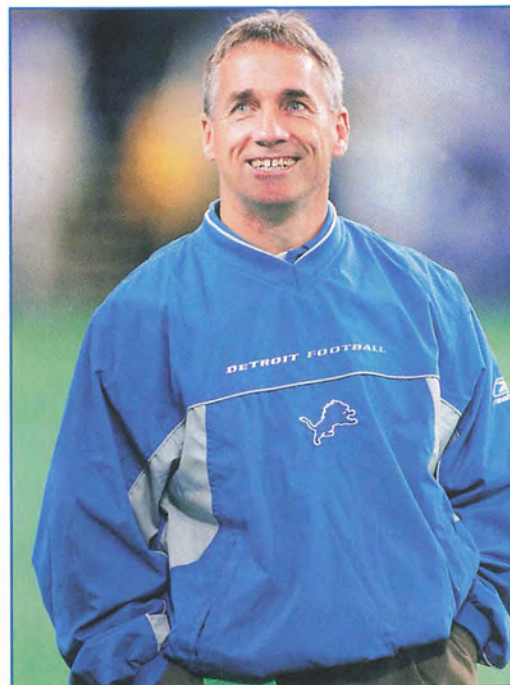
3rd year with Lions
3rd year in NFL

Pro Coaching Experience

Detroit Lions	2001-
Quarterbacks	

College Coaching Experience

Lehigh	1988-00
Head Coach/Quarterbacks	1994-00
Assistant Head Coach	1988-93
Richmond	1985-87
Linebackers	
Gettysburg College	1981-84
Assistant Coach	



Johnny Holland *Defensive Assistant*

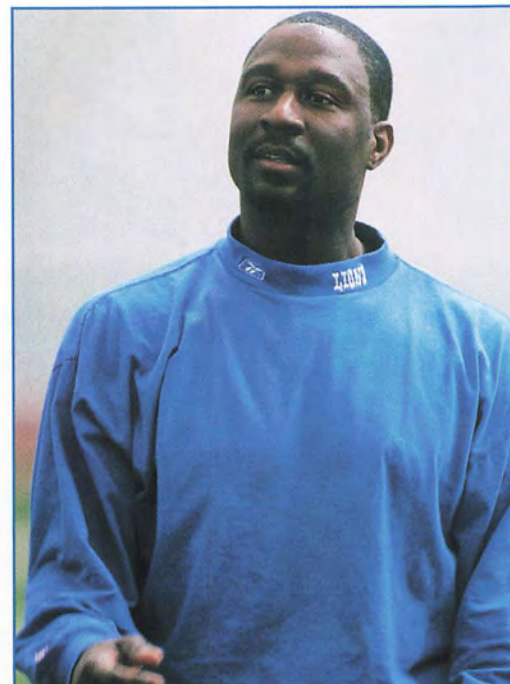
1st year with Lions
9th year in NFL

Pro Coaching Experience

Detroit Lions	2003-
Defensive Assistant	
Seattle Seahawks	2000-02
Linebackers	2001-02
Asst. Special Teams/	2000
Asst. Strength and Cond.	
Green Bay Packers	1995-99
Linebackers	1999
Special Teams	1998
Defensive Quality Control	1995-97

Pro Playing Experience

Green Bay Packers	1987-93
Linebacker	





Ray Horton
Secondary

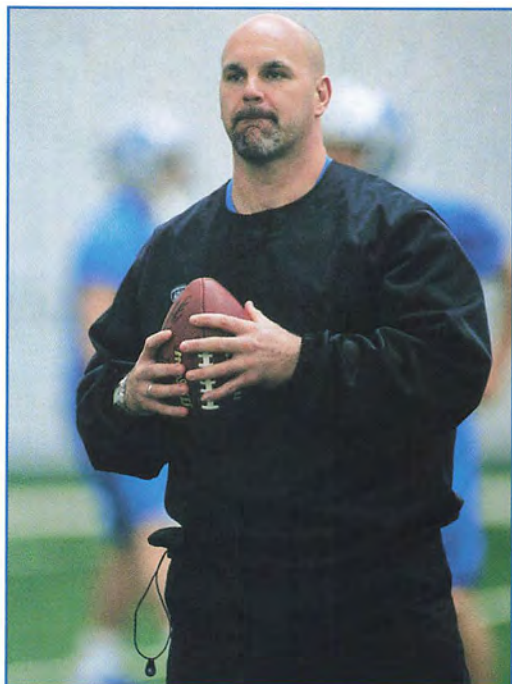
2nd year with Lions
10th year in NFL

Pro Coaching Experience

Detroit Lions	2002-
Secondary	
Cincinnati Bengals	1997-01
Safeties	2001
Defensive Backs	1997-00
Washington Redskins	1994-96
Assistant Secondary	1995-96
Defensive Assistant	1994

Pro Playing Experience

Dallas Cowboys	1989-92
Defensive Back	
Cincinnati Bengals	1983-88
Defensive Back	



Sean Kugler
Tight Ends

3rd year with Lions
3rd year in NFL

Pro Coaching Experience

Detroit Lions	2001-
Tight Ends	

College Coaching Experience

Texas El Paso	1993-00
Offensive Line	1995-00
Tight Ends	1994
Graduate Assistant/	1993
Defensive Line	

Pro Playing Experience

Sacramento Surge (WLAF)	1991
Offensive Lineman	



ASSISTANT COACHES

Kevin Lartigue

Assistant to the Head Coach

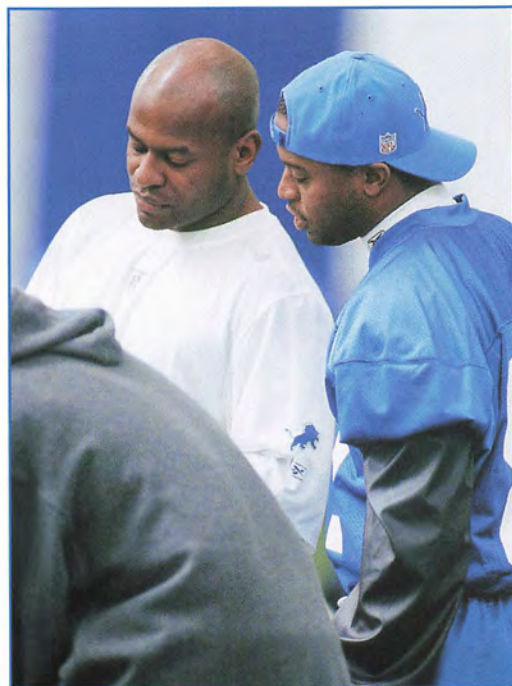
1st year with Lions
7th year in NFL

Pro Experience

Detroit Lions	2003-
Assistant to the Head Coach	
San Francisco 49ers'	1997-02
Equipment Manager	1998-02
Assistant Equipment Manager	1997

College Experience

Michigan State University	1994-97
Assistant Equipment Manager	



Carl Mauck

Offensive Line

3rd year with Lions
20th year in NFL

Pro Coaching Experience

Detroit Lions	2001-
Offensive Line	
Buffalo Bills	1998-00
Offensive Line	
Arizona Cardinals	1996-97
Offensive Line	
San Diego Chargers	1992-95
Offensive Line	
Tampa Bay Buccaneers	1991
Offensive Line	
Kansas City Chiefs	1986-88
Offensive Line	
New Orleans Saints	1982-85
Offensive Line	

Pro Playing Experience

Houston Oilers	1975-81
Center	
San Diego Chargers	1971-72
Center	
Miami Dolphins	1970
Center	
Baltimore Colts	1969
Center	



The new 2004
BMW 5 Series

bmwusa.com
1-800-334-4BMW



The Ultimate
Driving Machine®

Rushes 0-60 in 5.7 seconds*



©2003 BMW of North America, LLC. The BMW name and logo are registered trademarks.

To be the best, you've got to beat the best. That was the idea behind the new BMW 5 Series. For the past seven years, the competition couldn't hold a candle to its predecessor's performance, luxury and value. Now a car comes along that can beat the 5 Series at its own game – not surprisingly, it's the next-generation 5 Series.

* BMW of North America preliminary test results for 545i with Sport Package and SMG transmission.
Obey all traffic laws and always wear safety belts.

The New
5

ASSISTANT COACHES

Kevin O'Dea

Assistant Special Teams/Offense

2nd year with Lions
10th year in NFL

Pro Coaching Experience

Detroit Lions	2002-
Assistant Special Teams/ Offense	2003-
Assistant Special Teams/ Advance Scout	2002
Tampa Bay Buccaneers	1996-01
Offensive Assistant	2001
Defensive Assistant	1996-00
San Diego Chargers	1994-95
Defensive Assistant	

College Coaching Experience

Penn State	1991-93
Graduate Assistant/ Strength Coach	1992-93
Graduate Assistant	1991
University of Virginia	1988-90
Assistant Strength Coach	1990
Graduate Assistant	1988-89
Cornell University	1987
Defensive Backs	
Lock Haven University	1986
Wide Receivers	

Chuck Priefer

Special Teams

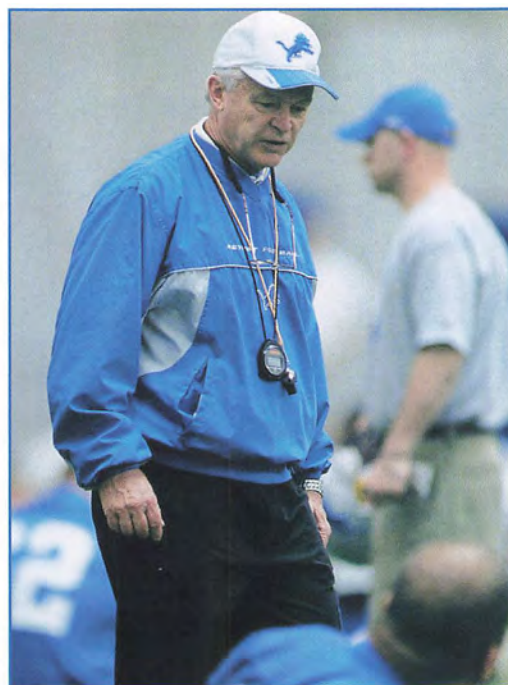
7th year with Lions
14th year in NFL

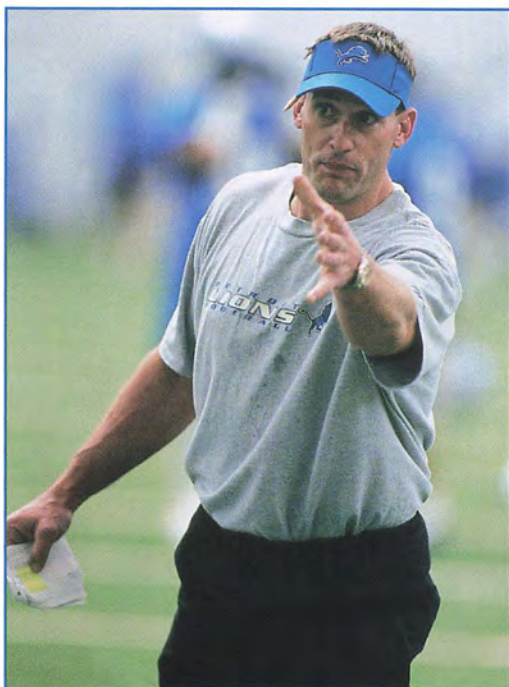
Pro Coaching Experience

Detroit Lions	1997-
Special Teams	
San Diego Chargers	1992-96
Special Teams	
Green Bay Packers	1984-85
Special Teams	

College Coaching Experience

Georgia Tech	1987-91
Defensive Backs	
Kent State	1986
Defensive Coordinator	
North Carolina	1978-83
Defensive Line	1979-83
Defensive Backs	1978
Miami (Ohio)	1977
Assistant	





Tom Rathman

Running Backs

1st year with Lions
6th year in NFL

Pro Coaching Experience

Detroit Lions	2003-
Running Backs	
San Francisco 49ers'	1997-02
Running Backs	

College Coaching Experience

Menlo College (Calif.)	1996
Offensive Coordinator	

Pro Playing Experience

Los Angeles Raiders	1994
Running Back	
San Francisco 49ers'	1986-93
Running Back	



Andy Sugarman

Offensive Assistant

1st year with Lions
6th year in NFL

Pro Coaching Experience

Detroit Lions	2003-
Offensive Assistant	
San Francisco 49ers'	1998-02
Offensive Assistant	2000-02
Offensive Quality Control	1998-99

College Coaching Experience

California	1991-97
Offensive and Special Teams Assistant	



ASSISTANT COACHES

Bobby Williams *Wide Receivers*

1st year with Lions
1st year in NFL

Pro Coaching Experience

Detroit Lions	2003-
Wide Receivers	

College Coaching Experience

Michigan State	1991-02
Head Coach	2000-02
Associate Head Coach/	1999
Running Backs	
Running Backs	1991-98
Kansas	1990
Receivers	
Eastern Michigan	1985-1989
Offensive Backfield	
Ball State	1983-84
Running Backs/	
Defensive Backs	
Purdue	1982
Graduate Assistant	



There is football. And then there's the **NFL**.

There are tires. And then there's **Bridgestone**.



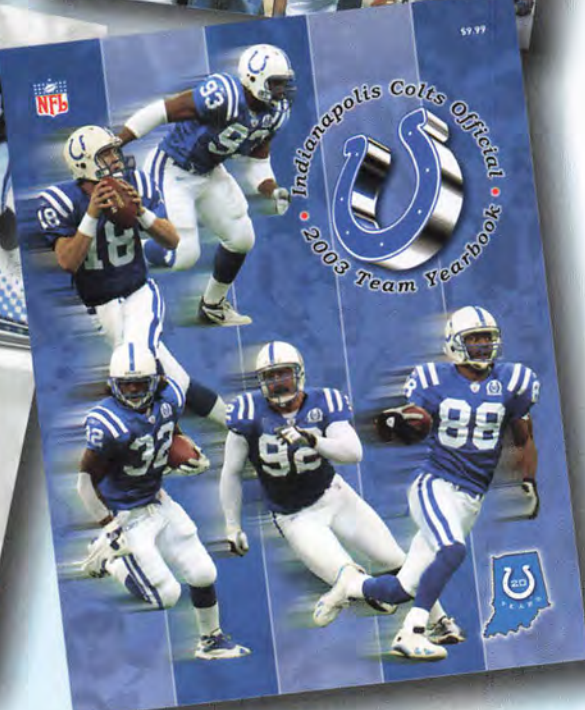
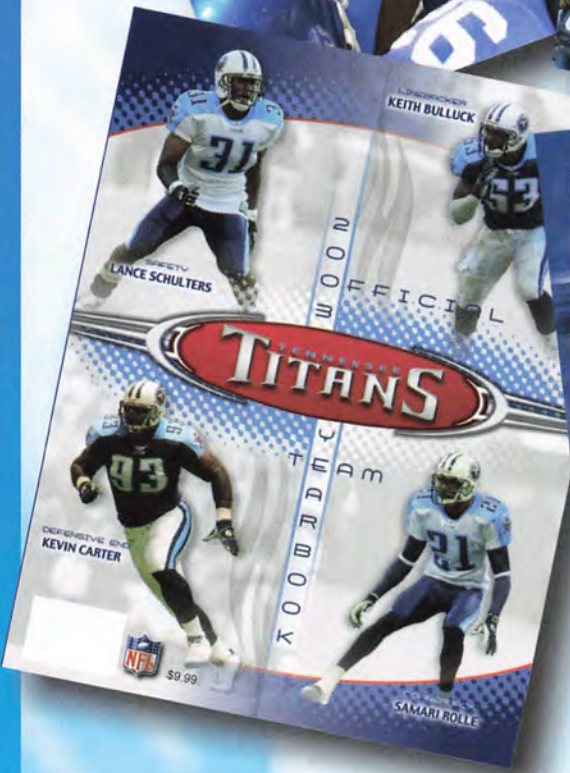
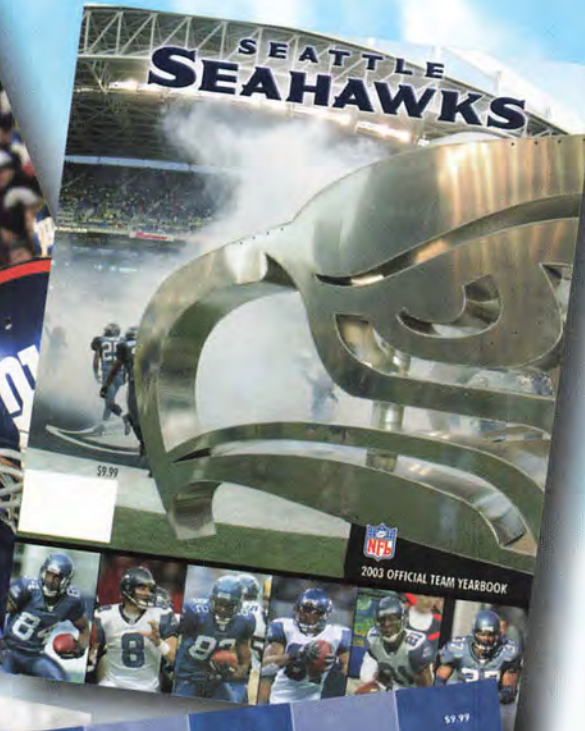
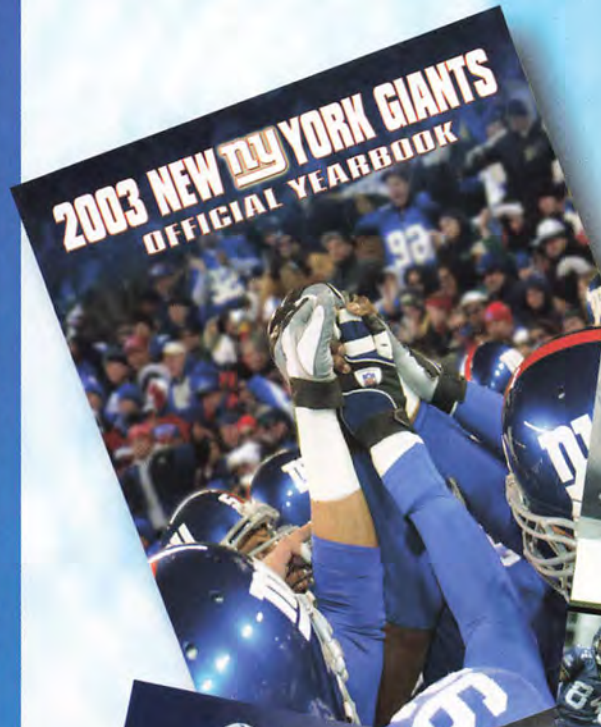
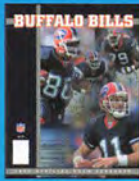
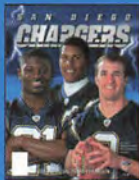
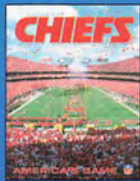
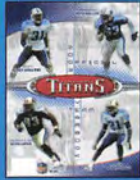
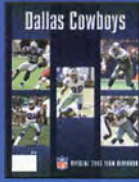
BRIDGESTONE[®]

bridgestonetire.com

tiresafety.com

1-800-807-9555

**PURCHASE MORE BOOKS FOR
ALL OF YOUR FAVORITE TEAMS
@ www.cwcsports.com**



Email us at football@cwcsports.com

CWC SPORTS
PUBLISHING DIVISION INC.

PLAYER PERSONNEL



Sheldon White
Director of
Pro Personnel



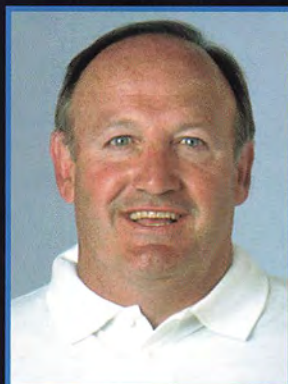
Scott McEwen
Director of
College Scouting



Charlie Sanders
Assistant Director of
Pro Personnel



Russ Bolinger
College Scouting
Coordinator



Bob Beers
Personnel Scout



Dennis Gentry
Lions/Blesto Scout



Chad Henry
Personnel Scout



Silas McKinnie
Personnel Scout



Dennis Murphy
Personnel/Advance Scout



Lance Newmark
Personnel Scout



Dave Uyrus
Personnel Scout



Steve Mariucci:

a Journey of SUCCESS

By Chuck Klonke



Steve Mariucci's coaching career has left him facing many challenges.

The Lions' new head coach has had teams that have been preseason picks to advance deep into the playoffs. He has also coached squads that have been decimated by salary cap woes. Mariucci has coached young teams, and he has coached veteran squads.

However, Mariucci doesn't hesitate for a moment when he is asked what his biggest challenge in coaching has been.

"The salary caps and losing players to injuries, and having a young, inexperienced team - all of those things are challenges every coach will have as he goes through his career," Mariucci said.

"That's nothing compared to the difficulty of moving your family around the country from time to time. That's the most difficult thing - the instability of what we do. The profession that we chose happens to be very unstable."

Mariucci has been more successful in his coaching career than many of his peers, yet his move to Detroit was the 11th stop since he embarked on the nomadic journey that faces anybody who decides to go into coaching.

"I'm hoping that this is my last move," he said. "I'm trying to dig into Detroit. I bought a beautiful home, and I'm anxious to get it the way we want it, and to get settled in. Hopefully, this is it. I'm not looking forward to going anywhere else."

Those words were echoed by Lions' vice chairman Bill Ford Jr.

"I feel good about the fact that we now have a coach who I think will be here for quite a long time," Ford said. "That is the goal, to have Steve here for quite a long time."

Accepting the job would mean that Mariucci would have to uproot his family again.

"If you're trying to move up the ladder, you run the risk of moving," Mariucci said. "Sometimes it's your choice, sometimes it's not your choice. That's the most difficult part because sometimes I feel that I'm unfair to my family in terms of not allowing them to grow up in a consistent neighborhood and school system, and with their friends like I had a chance to do.

"I grew up in Iron Mountain and I was there. I wasn't going anywhere. I appreciated my parents doing that. I haven't been able to give that to my family because we've been moving so much. That's difficult, so it has to be worth it."

One thing that Mariucci, his wife Gayle, and their four children have tried to do is turn the many moves into a positive situation.

"It can be rewarding because my kids have friends in different towns and states right now," Mariucci said. "They've had a great experience living from southern California to Green Bay to northern California, and now coming to Detroit. My kids were all born in different states. They've come to appreciate the cultural diversity - some different ways of life. My wife and I enjoyed living in the south, the midwest and southern California. It's fun because it's a learning experience, but it isn't always easy."

Coaching got into Mariucci's blood at an early age. His profile in Northern Michigan's 1975 football media guide said that the sophomore quarterback "would like to teach and coach."

Mariucci said that his coaches were a big influence on his life, beginning with his father, Ray. Ray Mariucci was a former boxer and wrestler at Michigan State, who was instrumental in starting high school wrestling in the Upper Peninsula.

"My dad was a coach and teacher," Mariucci said. "Besides that, many of the people that I really and truly admired while growing up happened to be my coaches, from fifth-grade basketball to Larry Barkle, who was my



Little League baseball coach, to my high school football, basketball and track coaches, and my college coaches."

Among the high school coaches who influenced him were Gordie LeDuc, Tom Clarke, George Gusick, Marv Harry and Dick Allen.

After an outstanding career as a quarterback at Northern Michigan, Mariucci was drafted by the Hamilton Tiger-Cats of the Canadian Football League. Cleveland Browns coach Sam Rutigliano also invited him for a free-agent tryout.

"I felt that I had a better chance to make it in Canada," Mariucci said. "So I went up there - and got cut. I was there two weeks. That was it. I would have lasted with the Cleveland Browns for a day and a half. Two weeks in Canada - that was my career."

During those two weeks, Mariucci made an impression on Hamilton coach Tom Dimitroff.

In fact, when he was cut, it wasn't your typical visit from "The Turk" - the guy who knocks on the door and says, "Coach wants to see you. Bring your playbook."

"All he said was, 'the head coach wants to talk to you,'" Mariucci recalled. "I actually had breakfast with him. I've never had breakfast with a guy I cut in training camp. I didn't realize it at the time, but it was pretty cool that the head coach had breakfast with me as I was out the door."

Dimitroff asked Mariucci what his plans were. Mariucci told him, "I'm going into coaching." Dimitroff replied, "That's great. You ought to."

Mariucci then asked him if he could keep the Tiger-Cats' playbook. "Yeah, you can keep it," Dimitroff answered.

"That's another rarity," Mariucci said. "Usually they guard those like Fort Knox. I still have that playbook. It doesn't do me any good because it's 12 guys running around on a big field with unlimited motion and different rules."

After being cut, Mariucci headed back to Marquette to mull over a couple of job offers. One was to follow his coach at Northern, Gil Krueger, to New Mexico State. The other was to coach the quarterbacks and running backs for Krueger's successor at Northern Michigan under Bill Rademacher.

Mariucci remained on Rademacher's staff for two seasons. Then Rademacher offered him some advice.

"Bill sat me down one night and said, 'if you want to stay in coaching, it would be beneficial to leave, expand your horizons and go to another part of the country. Learn more football and meet new coaches,'" Mariucci said. "He took me under his wing and urged me to do that. That's when I went to the west coast and Cal State-Fullerton."

So began Mariucci's coaching odyssey.

After three seasons as quarterbacks coach and special teams coordinator in Fullerton, Mariucci moved to the



Mariucci has been more successful in his coaching career than many of his peers, yet his move to Detroit was the 11th stop since he embarked on the nomadic journey that faces anybody who decides to go into coaching.

University of Louisville where he was assistant head coach and offensive coordinator under Bob Weber. In 1984, Mariucci got his first pro job with the Orlando Renegades of the USFL, when Lee Corso was the head coach. When that season ended, he moved on to the Los Angeles Rams for a season, then spent a year coaching wide receivers and special teams for Ted Tollner at Southern Cal.

Mariucci moved on to the University of California as an assistant coach for five years, then spent four years coaching quarterbacks at Green Bay under Mike Holmgren. Mariucci was instrumental in Brett Favre's development as an All-Pro signal caller.

Mariucci returned to California as head coach in 1996, then replaced George Seifert as head coach of the 49ers in 1997.

In six seasons with San Francisco, Mariucci guided the 49ers to two division titles and four trips to the NFL playoffs, reaching the NFC championship game as a rookie head coach in the league.

Mariucci said that he didn't do it alone.

"I've learned so much from so many people," Mariucci said. "My high school coaches, then Buck Nystrom, Gil Krueger and Bill Rademacher at Northern were very influential in my upbringing. I've been around some great pro coaches. I learned the West Coast offense



Coach Mariucci in 1996 as head coach at California.





Coach Mariucci with first-round draft pick Charles Rogers.

from Mike Holmgren and Sherman Lewis. I've learned from John Robinson, Bill Walsh, Bob Weber at Louisville. I worked for Lee Corso in the USFL.

"You learn what their philosophies are, what you like about it and what you don't like about it. You try to accumulate all these different philosophies and styles, and then try to formulate your own. I learned from everybody that I worked with. I learned from assistant coaches. There are so many good assistant coaches that I had a chance to work with and learn from. Then you try to put your own ideas together. Certainly, you have to be yourself.

"We're a product of our environment, and the fact that I've been around the block so many times on different staffs around the country, I've got a pretty broad experience with different styles and different systems."

Mariucci doesn't just pick up things from other football coaches. He talks frequently with long-time friend Tom Izzo, the Michigan State basketball coach. Izzo and Mariucci grew up together in Iron Mountain, attended high school together, were college roommates, and remain best friends to this day.

"Tom and I talk about a lot of things, not just Final Fours," Mariucci said. "We talk about going through the ups and downs of coaching."

Mariucci acquired one of his most important coaching philosophies from a basketball coach. It was Dick Bennett, who coached many years at Wisconsin-Green Bay, before moving to the University of Wisconsin. He recently became head coach at Washington State.

"He said at a clinic once, 'it's not what you teach, but what you emphasize,'" Mariucci said. "I've picked up on that and I believe in it wholeheartedly. We teach so many things. We have thousands of pass plays in our book, and we have all kinds of different concepts. But you aren't going to get great at all of those things. You're going to get good at what you emphasize. What you emphasize has to be repeated and repeated. It has to be pounded home constantly.

One of the things that Mariucci always emphasizes is hanging on to the football.

"That's one of the things I want to emphasize - ball security," he said. "They're going to hear it a lot. Call it brainwashing, but it's something that's demanded and expected. If it's not done right, we'll stop and correct it until we do it right. It's not just about hanging on to the football. It's about detail and it's about the little things. It's about how paying attention to the small things that we sometimes take for granted can help us win football games."

The penchant for detail was ingrained in Mariucci as a youngster, when he and his parents used to make the 100-mile trip from Iron Mountain to Green Bay to watch the Packers in training camp.

"We could never afford tickets to go to a game, but we could watch practice in training camp for free," Mariucci said. "I was 9 or 10 years old and I was

watching Bart Starr, Jimmy Taylor and Paul Hornung, but I remember Vince Lombardi coaching. You couldn't help but watch him. He coached the fundamentals. He would coach the basics over and over again. I believe that with all the sophistication and specialization in the game today, that it still comes down to the fundamentals of blocking and tackling, throwing and catching, and kicking."

Mariucci was quarterback on the 1975 Wildcats team that went from 0-10 in 1974 to the Division II National Championship.

"I think that's still the most dramatic turnaround in one season - 0-10 to 13-1 and the national championship. It's kind of ridiculous when you think about it," Mariucci said. "That doesn't happen every day. It was a culmination of new coaches coming in, new players like Mark Fragel (a line-backer who transferred from Michigan State), some luck and some close wins. It was a young team that got on a roll. It was a lot of fun."

Mariucci has many fond memories of his college days.

"They were the most enjoyable days of my education," he said. "I enjoyed high school and I enjoyed Immaculate Conception elementary school, but I really, really enjoyed college. I was young for my class. I started school when I was 4, so I was always the runt of the litter. I was kind of small and shy. I never really gained a lot of self-esteem until I got to college.

"The guys on that team still talk to each other. That was 1975 - 28 years ago - and we still remain friends."

Despite all of their moves, Mariucci said that his family is like any other.

"My kids are like most kids," he said. "They've done a little bit of everything. As youngsters they participated in just about everything - football, basketball, soccer, wrestling, skiing, wakeboarding, Cub Scouts, choir, piano. That's why Mom puts a lot of miles on her car. They're very busy kids, and now that they're older they're choosing what they want to concentrate on."

The Mariuccis' oldest son, Tyler, is following in his father's footsteps. He accepted a scholarship to play quarterback for Cal Poly-San Luis Obispo after leading his high school team to the North Coast Section Championship last fall.

Adam, 16, and Stephen, 14, are both involved in sports and music, while Adam is an outstanding volleyball player. Daughter Brielle, 7, enjoys gymnastics and horseback riding.

Although Mariucci grew up in Iron Mountain, which is about as far away from Detroit as you can get and still stay in Michigan, he feels like he's coming back home.

"I really do feel at home," he said. "I know I'm a long way from Iron Mountain, but I do have family close by, and I have a lot of friends and classmates right here where I work. I'm a Michigan kid, and I feel like I'm back home."

The all-new 2004 **XJ**



It has a six-speed ZF automatic transmission.
In other words, the chromosome for smooth.



The all-new 2004 XJ. Stronger. Faster. Safer. Smarter. From first-to-second-to-third-to-fourth-to-fifth-to-sixth, with a new state-of-the-art, six-speed ZF electronic automatic transmission, your body won't feel the gears change. Your ears won't hear the gears change. But your soul will certainly notice a change. To discover the silky wonders of the XJ's six-speed ZF automatic transmission, visit your local Jaguar Retailer today.

©2003 Jaguar Cars


JAGUAR
Born to perform

Jaguar of Novi
24295 Haggerty Road
(866) 210-1174
www.jaguarofnovi.com

Jaguar Of Troy
1815 Mapleawn Drive
(888) 224-2669
www.jaguaroftroy.com

The History of the



1934-47: The first uniform donned by the Detroit Lions included a blue jersey with gleaming silver numerals, silver pants and a silver helmet. The shoes were black. The shade of blue used for the jersey became known as 'Honolulu' blue.

1948: Alvin 'Bo' McMillin joined the Lions after having success as a college coach at Indiana

University. Soon after his arrival, McMillin changed the colors of the Lions' uniforms with the new colors resembling those of his Hoosier teams. The organization retained Honolulu blue and silver as their official colors.



The jersey was scarlet with white numbers and the pants were white with a thin black stripe between two thin scarlet stripes. The helmets were black. All the players wore leather helmets that season due to the league's ban on plastic helmets.

The team had a second, all-black uniform, which would be worn only for certain important games that McMillin 'particularly wished to win.' The jersey was black with white numbers and the pants were black with a thin scarlet stripe between two thin white stripes.

The two uniform sets ended up being worn in four different combinations (scarlet/white; black/black; scarlet/black; black/white).

1949: The Lions returned to wearing their Honolulu blue and silver uniforms at home but continued to wear combinations of the scarlet and white uniforms and the all-black uniforms on the road. The team changed the color of their helmet to blue and some players went back to wearing plastic helmets after the NFL lifted its ban on plastic headgear from the previous season.



1950-55: After wearing five different combinations of scarlet, white, black, silver and Honolulu blue in the previous two seasons, the Lions went back to wearing the traditional Honolulu blue and silver uniforms at home and on the road. For most of the 1950 season the team wore blue helmets but went back to wearing silver helmets for the 1951 season. During the early '50s, the NFL did not allow the Lions to wear silver helmets for night games because of their resemblance to the white ball under the night lights. They spray-painted their helmets blue for night games. Also, in 1951, the Lions wore the Detroit 250th Anniversary patch on their left arm sleeve. The patch was also worn by the Red Wings and Tigers.

1956: This was the first season that the Lions added their uniform numbers to the arm sleeves. Some players, like Lions Hall of Fame LT Lou Creekmur, were unhappy with the change - claiming that it made it harder to get away with holding.



1957-60: The Lions began wearing separate colored uniforms on the road on a permanent basis in 1957. The jersey was white with three blue stripes, one thick between two thin, on the arm sleeves. The numbers were blue and the helmet and pants remained silver.

They wore a white jersey on at least one other occasion in a previous season. On October 24, 1954, the Lions wore a similar white uniform in a game at San Francisco which they lost, 37-31, to the 49ers.



1961-67: In 1961, William Clay Ford's first season as the team's president, there were some significant uniform changes. The helmet remained silver with a grey facemask but now had the Leaping Lion logo as well as two vertical blue stripes running from the back to the front. The pants also had two vertical blue stripes. Three silver stripes, one thick between two thin, were added to the arm sleeves of the home jersey. The away jersey remained the same.

During the mid-60s, many players cut off part of the sleeves - giving the appearance of only one or two stripes on the sleeves.



1968-69: 1968 was the first year the Lions had a white stripe between the two blue stripes on the helmet. The Lions and the rest of the league wore the NFL 50th Anniversary patch on their left shoulder in 1969.

1970-71: Last names were added to the back of the players' jerseys in silver lettering and white trim was added to the leaping-lion logo on the helmet in 1970.

For the second half of the 1971 season, the Lions wore a black band, which was sewn over the thick stripe on the left sleeve on their home and away jerseys, in honor of wide receiver Chuck Hughes. Hughes died of a heart attack with 62 seconds remaining in the fourth-quarter against the Chicago Bears on October 24, 1971.

1972: The Honolulu blue home jersey had white trim on the silver numerals and the white jersey's had silver trim on blue numerals for the first time in 1972. It was also the first year that there was a white, vertical stripe between the two blue stripes on the pants.

The Lions tweaked the striping on the sleeves for that season as well. The home jerseys had the one thick silver stripe between two thin white stripes and the away jersey had the one thick blue stripe between two thin silver stripes.

1973-79: Detroit changed back to the three silver stripes, one thick between two thin, on the sleeves of the Honolulu blue home jersey except now they had white trim. The away white jersey had three blue stripes, one thick between two thin, and they had silver trim.



Detroit Lions Uniform

For the 1974 season, the Lions wore a black band, which was sewn over the thick stripe on the left sleeve of their home and away jerseys, in honor of Head Coach Don McCafferty who died of a heart attack during training camp.

1974 was also the season that the Lions started wearing white shoes.

Numbers were added to the back of the helmet in 1975.

1980-81: The Lions changed the dull silver stripes and trimming on their uniforms to a shimmering silver glitter. This only lasted two seasons because of complaints by other teams about the glare.

1982: The Lions changed the color of the numbers on their home jerseys, making them white with silver trim.

1983: The Lions wore a 50th Anniversary patch on their left shoulder.

The Lions changed their facemask from silver/grey to Honolulu blue.

1991: They wore a patch honoring Russ Thomas, a former player and General Manager for the Lions, who had recently passed away.

For their final seven games (five regular season, two postseason), each player had a white circle decal with a blue number '60,' on the back right side of the helmet, in honor of RG Mike Utley. Utley suffered a spinal cord injury in a game against the Los Angeles Rams on November 17, 1991.

The small NFL shield was added to the 'V' of the neck.

1992: They wore a black circle decal with a white number '65,' on the back right side of the helmet, in honor of LG Eric Andolsek, who was killed a few months prior to the season.

1993: The Lions wore a 60th Anniversary patch on their left shoulder.

1994: The Lions wore throwback jerseys for the 1994 season while the NFL was celebrating their 75th anniversary. This version of the uniform was intended to replicate the jersey worn by the Lions in 1935, which was the season that the team won their first world championship.

Several players wore a black circle decal with a white number '50,' on the back right side of the helmet in honor of former Lions' LB Toby Caston.

1998: In what turned out to be Barry Sanders final season, the Lions changed their look on the road, wearing blue pants with a white stripe between two silver stripes.

1999: The Lions returned to wearing silver pants (with white stripe between two silver stripes) on the road.

2000-02: In 2000, the Lions moved the numbers that were on the arm sleeves up to the shoulders.

The Lions wore a patch commemorating the first game in Ford Field on September 22, 2002, against the Green Bay Packers.

2003: The home jersey has a thick silver stripe between two thin blue stripes with white trim and two thin black stripes. The numbers are white with silver trim and outside black trim. The away jersey has a thick blue stripe between two thin silver stripes with white trim and two thin black stripes. The numbers on away jerseys are blue with silver trim and outside black trim.

The helmet has the one vertical white stripe between two blue stripes and two thin black stripes on the outside. The Leaping Lion logo has white trim and outside black trim and the facemask is black.

The pants have one vertical thick white stripe between two blue stripes and two thin black stripes.



Uniform renderings courtesy of Maple Leaf productions, LTD.



Detroit Lions



Detroit Lions Giving BACK.

From building a team on the field to building houses in Detroit for low-income families, the Detroit Lions and Detroit Lions Charities are committed to the fans and communities throughout the state of Michigan.

In 2003, Detroit Lions Charities has awarded 80 grants totaling a record \$330,583.98 to non-profit agencies throughout Michigan. This year's awards bring Detroit Lions Charities, the football organization's philanthropic foundation, to more than \$2.3 million in total donations in its 13-year history.

Detroit Lions Charities was established in 1990 to assist all age groups in a diverse range of needs and programs in Michigan. Particular emphasis is placed on programs that benefit the children and youth of Detroit.

Three major grants highlight this year's funding, each targeted to the foundation's commitment to Detroit and, in particular, its children.

For the fifth consecutive year, a grant will sponsor the Detroit Lions PAL Football League. The league is operated by the Detroit Police Athletic League (PAL) and involves 3,000 youngsters, ages eight through 14, playing in one of the nation's largest tackle football leagues. The PAL season will conclude with its annual championships to be held in November and hosted by the Lions at Ford Field.

Another major commitment to Detroit was made through a grant to the Detroit Lions Academy. The Academy has a student body of 85 sixth, seventh and eighth grade Detroit children who have had difficulties in traditional school settings. The Academy, in its second year, will graduate its first class this June. The Academy is a cooperative effort between the Lions, Costco Wholesale, Ford Motor Company, The Dow Chemical Company, Detroit Public Schools and Communities in Schools of Detroit.

New this year is a grant to build a house for a Detroit family through Habitat for Humanity. The Lions and corporate sponsor Pepsi-Cola will partner to build a Habitat home in the Tri-Centennial Village development in western Detroit. Habitat for Humanity in Michigan is one of the nation's most successful Habitat state organizations, which recently celebrated the building of its 2,000th house.



Quarterback Joey Harrington speaking to students at Detroit Lions Academy.

"Detroit Lions Charities continues to try to make a positive impact on the lives of Michigan citizens," said Lions' President and CEO Matt Millen. "We target programs that help children in Detroit but we attempt to make differences wherever we can throughout the state."

Several agencies in west Michigan are assisted by Detroit Lions Charities through proceeds of the annual Grand Rapids Luncheon hosted by the Downtown Rotary Club and WXMI Fox 17. Among those agencies is the Grand Rapids Metropolitan YMCA, which will use its grant to conduct its "Swim Safe" program to teach 500 inner city children to swim.

Geography students in elementary schools are helped through grants to Newspapers in Education programs in the Flint, Pontiac, and Saginaw areas. Clinics that will teach the fundamentals of football and mentorship to youth football coaches will be made possible by funding to Wayne State University. Mentors for Wayne County children will be supported by a grant to VIP Mentoring and the Mentor Michigan program.

The Lions' High School Football Coach of the Week program benefited 10 Michigan prep football programs from Jenison to Allen Park and from Adrian to Gaylord. Waterford Our Lady of the Lakes' coach Mike Boyd earned this year's Coach of the Year award





Hometown Huddle event at Lions Headquarters with children from several United Way organizations.



Kicker Jason Hanson with Children's Hospital patient.

after his team captured the Division 8 state title.

Grants were awarded this year, as well, through a cooperative effort between Detroit Lions Charities and NFL Charities. They combined to support the William Clay Ford Community Quarterback Award. A total of \$25,000 in grants was awarded to 10 organizations in the name of the Lions' owner to salute outstanding community volunteers. The overall award winner was the Michigan chapter of the Paralyzed Veterans of America in the name of its outstanding volunteer Anthony Filippis, Sr.

Charities raises funds from several sources. Major support comes from corporate sponsors as well as funds raised through auctions on eBay of Lions' memorabilia and game-worn items.

Fundraisers include the Lions' Kickoff Luncheon, Lions' Grand Rapids Luncheon and the Detroit Lions Invitational (DLI). This year's DLI, a golf tournament open to the public, was held June 9 at Indianwood Golf Club in Lake Orion and featured several current and former Lions' players and coaches. The Grand Rapids Luncheon was held on June 13 at the Amway Grand Plaza.

For tax-exempt Michigan organizations interested in filing for future funding, grant requests will be accepted from October 1 through December 31. Further information on grant eligibility guidelines and application procedures is available by going to the Lions' web page www.detroitlions.com or by writing Detroit Lions Charities, 222 Republic Drive, Allen Park, MI, 48101.

In 2003, Detroit Lions Charities has awarded 80 grants totaling a record \$330,583.98 to non-profit agencies throughout Michigan.

DETROIT LIONS CHARITIES GIVING SUMMARY

1991	21	\$59,200.00
1992	50	\$93,494.44
1993	65	\$103,458.50
1994	85	\$110,877.10
1996	110	\$146,565.28
1997	137	\$180,247.83
1998	139	\$192,303.16
1999	125	\$210,678.07
2000	133	\$225,628.76
2001	78	\$255,571.82
2002	111	\$306,757.20
2003	80	\$330,583.98
TOTAL	1,249	\$2,348,553.36





Former Lions' head coaches Wayne Fontes (left) and Joe Schmidt (right) welcomed new Lions' Head Coach Steve Mariucci as the chairman for the 13th annual Detroit Lions Invitational, June 9, at Indianwood Golf and Country Club

Coach Mariucci Welcomed at Detroit Lions Invitational

*DLI 2003 raises \$80,000
for Detroit Lions Charities*

New Lions' head coach Steve Mariucci was welcomed by Lions' sponsors and fans when he served as chairman for the 13th annual Detroit Lions Invitational, June 9, at Indianwood Golf and Country Club. A field of 285 golfers hit the links and more than \$80,000 was raised for Detroit Lions Charities.

William Clay Ford and William Clay Ford, Jr. were the DLI's honorary co-chairmen. Among the celebrities attending the outing were Lions' CEO and President Matt Millen and Lions' Chief Operating Officer Tom Lewand, and Pro Football Hall of Famers Lou Creekmur, Yale Lary, and Joe Schmidt. Former Lions' head coach Wayne Fontes attended along with many current and former Lions, coaches and media celebrities. They golfed alongside corporate sponsors and ticket holders who combined their love of golf and the Lions for a great day for charity.

If you would like to be placed on the first-to-invite list for the 14th annual DLI (tentatively scheduled for June 14, 2004) and a day of golfing enjoyment with the Lions for a good cause, write:

Detroit Lions Invitational
c/o Detroit Lions
222 Republic Drive
Allen Park, MI 48101





Quarterback Mike McMahon was among several current Lions' players and coaches who participated in the DLI, annually the largest fundraiser for Detroit Lions Charities.



Center Dominic Raiola concentrated on his putt with his Ford Motor Company foursome teammates cheering him on. Ford Motor Company and Epoch Restaurant Group were the presenting sponsors for the DLI.



Quarterback Joey Harrington teamed with one of the Epoch Restaurant teams for the DLI with Larry Wisne and his sons Lawrence Jr. and Michael.



The evening banquet and awards program followed golf when Coach Mariucci was the guest speaker. During the program, it was announced that more than \$80,000 was raised through the DLI for Detroit Lions Charities to benefit charities throughout Michigan.



Different for the sake of being better.

The new Infiniti FX45. It doesn't just break from the norm. It flies by it on the left.
To learn more, visit Infiniti of Kirkland or log on Infiniti.com.



Introducing the Infiniti FX45

- 315-horsepower V8
- All-wheel drive
- Utility when you need it

Accelerating the future



INFINITI

Always wear your seat belt, and please don't drink and drive. INFINITI, the INFINITI logo, Accelerating the future and INFINITI model names are Nissan trademarks. ©2003 INFINITI Division of Nissan North America, Inc.

SUBURBAN

Suburban Infiniti

Member of
The Suburban Collection
make the choice



24355 Haggerty • Novi, MI 48375
Suburban Collection
www.suburbancollection.com

Showroom Hours:
Monday & Thursday 9:00 am - 9:00 pm
Tuesday, Wednesday & Friday 9:00 am - 6:00 pm

248.471.2220

Detroit Lions 2003 Players



Detroit Lions

88

SCOTTY ANDERSON

● WIDE RECEIVER

HEIGHT:
6-2

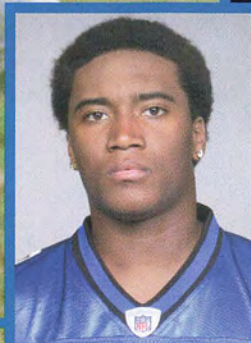
WEIGHT:
191

NFL EXPERIENCE:
3 years

BIRTHDATE:
11/24/79

COLLEGE:
Grambling
State

HOMETOWN:
Jonesboro, LA



NFL PLAYERS FANTASY FOOTBALL

FREE fantasy football straight from the source!

- > Unique prizes
- > Exclusive analysis
- > No compromises

The screenshot shows the website for NFL Players Fantasy Football. At the top, it says "PLAYERS INC MEANS NFL PLAYERS" and "NFL PLAYERS.COM". There's a navigation bar with links: HOME, PLAYER SITES, FANTASY, GAMES / CONTESTS, NEWS / EVENTS, VIDEO / AUDIO, RETIRED PLAYERS, LICENSING, ABOUT US. The main content area is titled "NFL PLAYERS FANTASY FOOTBALL" and includes a sidebar with links: Roster, Transactions, Schedule, Standings, Injuries, Analysis, Fantasy News, Profile, League, Chat. The main text area features "Fantasy Analysis" with a section on "New York Jets at Washington Redskins" discussing Chad Pennington and Laveranues Coles. Below that is a "Spotlight Player" section for Eric Moulds. On the right, there's a red vertical banner with the text "From ABDULLAH : To ZUKAUSKAS".

NFL Players Fantasy Football
launches in August

Sign up only at
www.nflplayers.com



PLAYERS INC

SportsLine.com

PLAYERS INC MEANS NFL PLAYERS

76

JEFF BACKUS

TACKLE

●
HEIGHT:
6-5

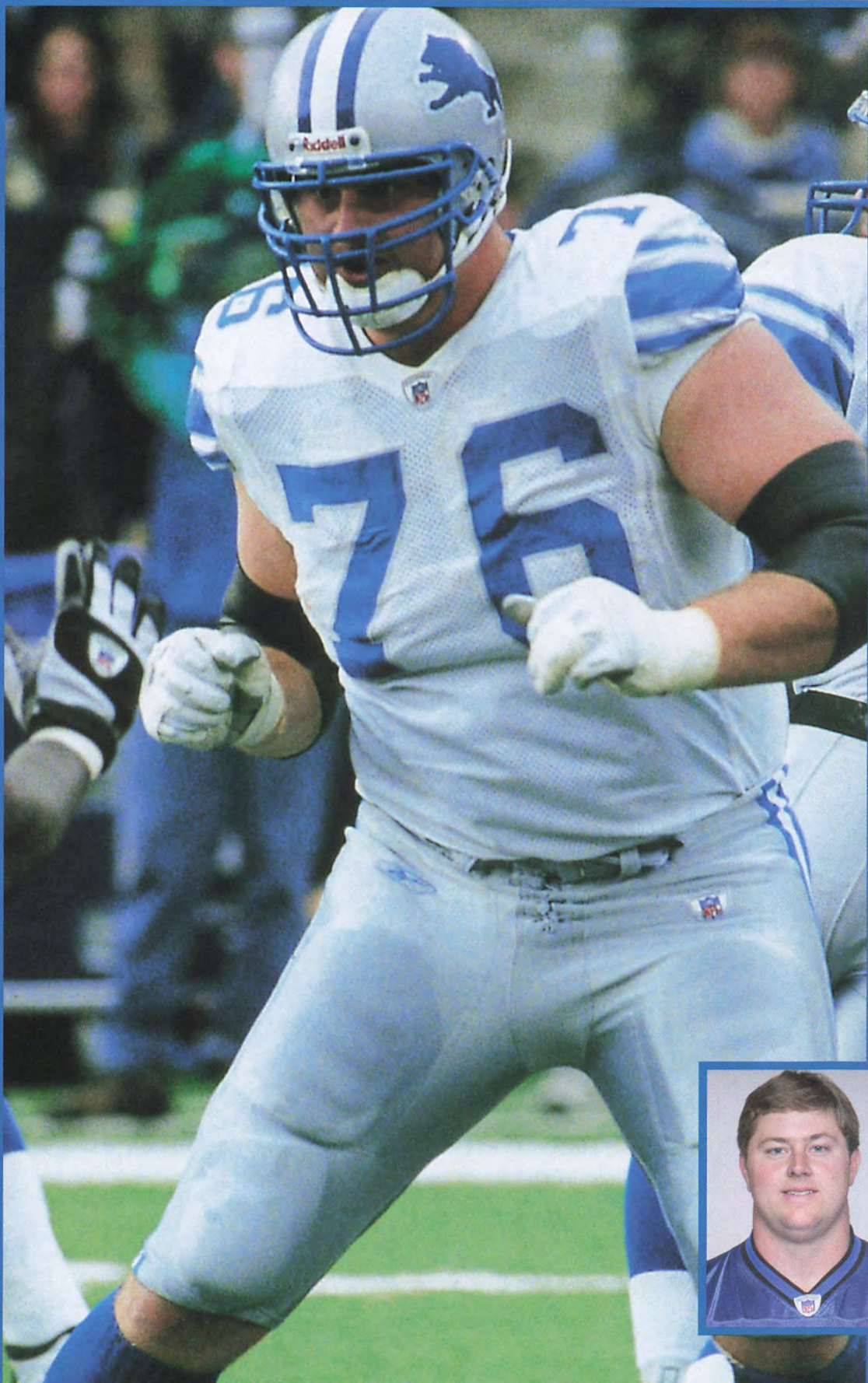
WEIGHT:
305

NFL EXPERIENCE:
3 years

BIRTHDATE:
9/21/77

COLLEGE:
Michigan

HOMETOWN:
Norcross, GA



Detroit Lions
46

BRADFORD BANTA

89

TIGHT END

HEIGHT:
6-6

WEIGHT:
253

NFL EXPERIENCE:
10 years

BIRTHDATE:
12/14/70

COLLEGE:
**Southern
California**

HOMETOWN:
Baton Rouge, LA



Detroit Lions
47



79

ERIC BEVERLY

G U A R D

●
HEIGHT:
6-3

WEIGHT:
300

NFL EXPERIENCE:
6 years

BIRTHDATE:
3/28/74

COLLEGE:
Miami (Ohio)

HOMETOWN:
Bedford
Heights, OH

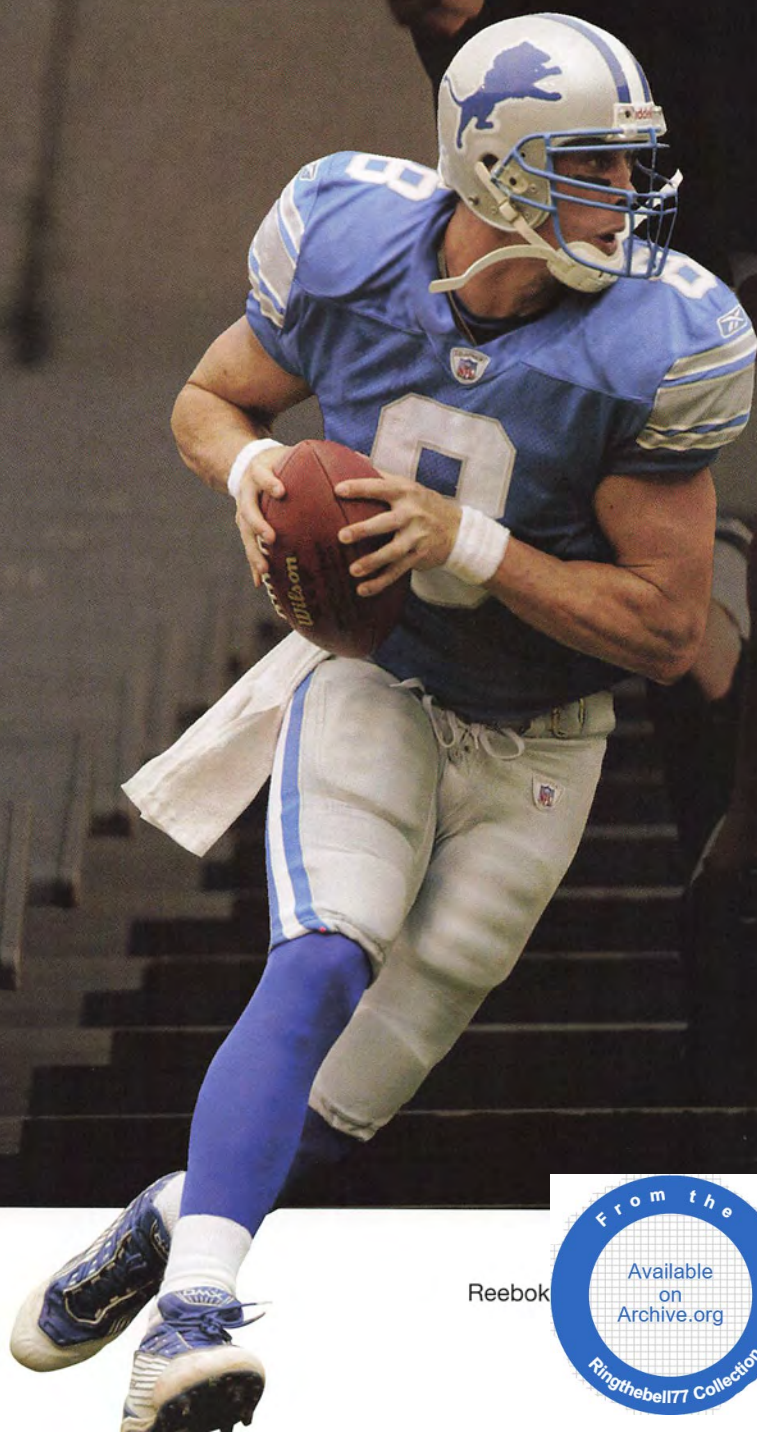


Detroit Lions
48



REEBOK

WEAR THE VECTOR
OUTPERFORM



Reebok



and apparel available at



65

KERLIN BLAISE

G U A R D



HEIGHT:
6-5

WEIGHT:
315

NFL EXPERIENCE:
6 years

BIRTHDATE:
12/25/74

COLLEGE:
Miami (Fla.)

HOMETOWN:
Orlando, FL



Detroit Lions
50

**DRÉ
BLY**

32

CORNERBACK

**HEIGHT:
5-9**

**WEIGHT:
185**

**NFL EXPERIENCE:
5 years**

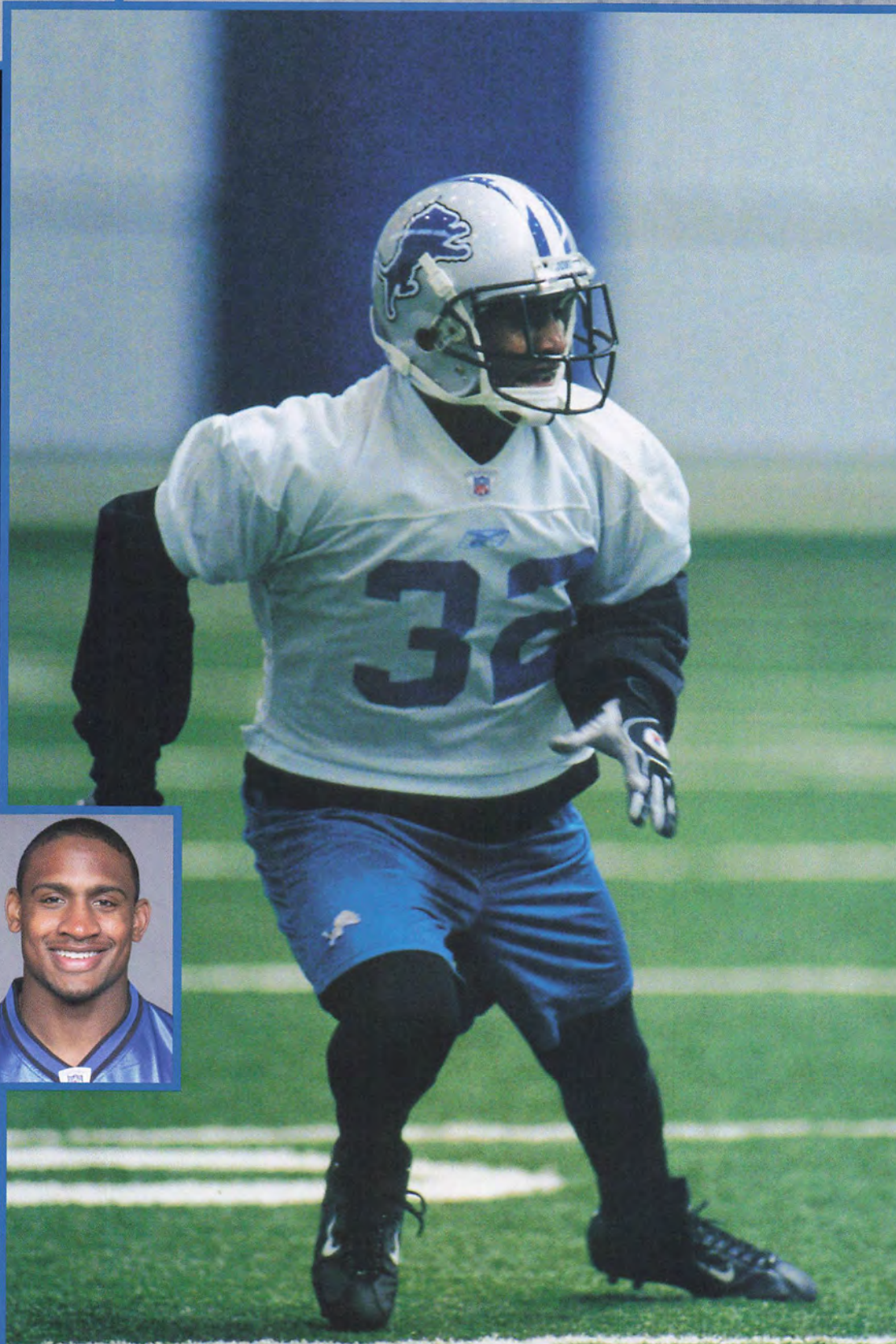
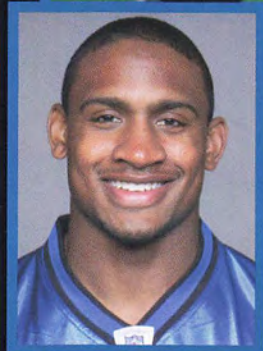
**BIRTHDATE:
5/22/77**

**COLLEGE:
North Carolina**

**HOMETOWN:
Chesapeake, VA**



**Detroit Lions
51**



61

RAY BROWN

G U A R D

●
HEIGHT:
6-5

WEIGHT:
318

NFL EXPERIENCE:
18 years

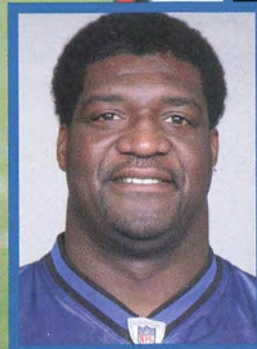
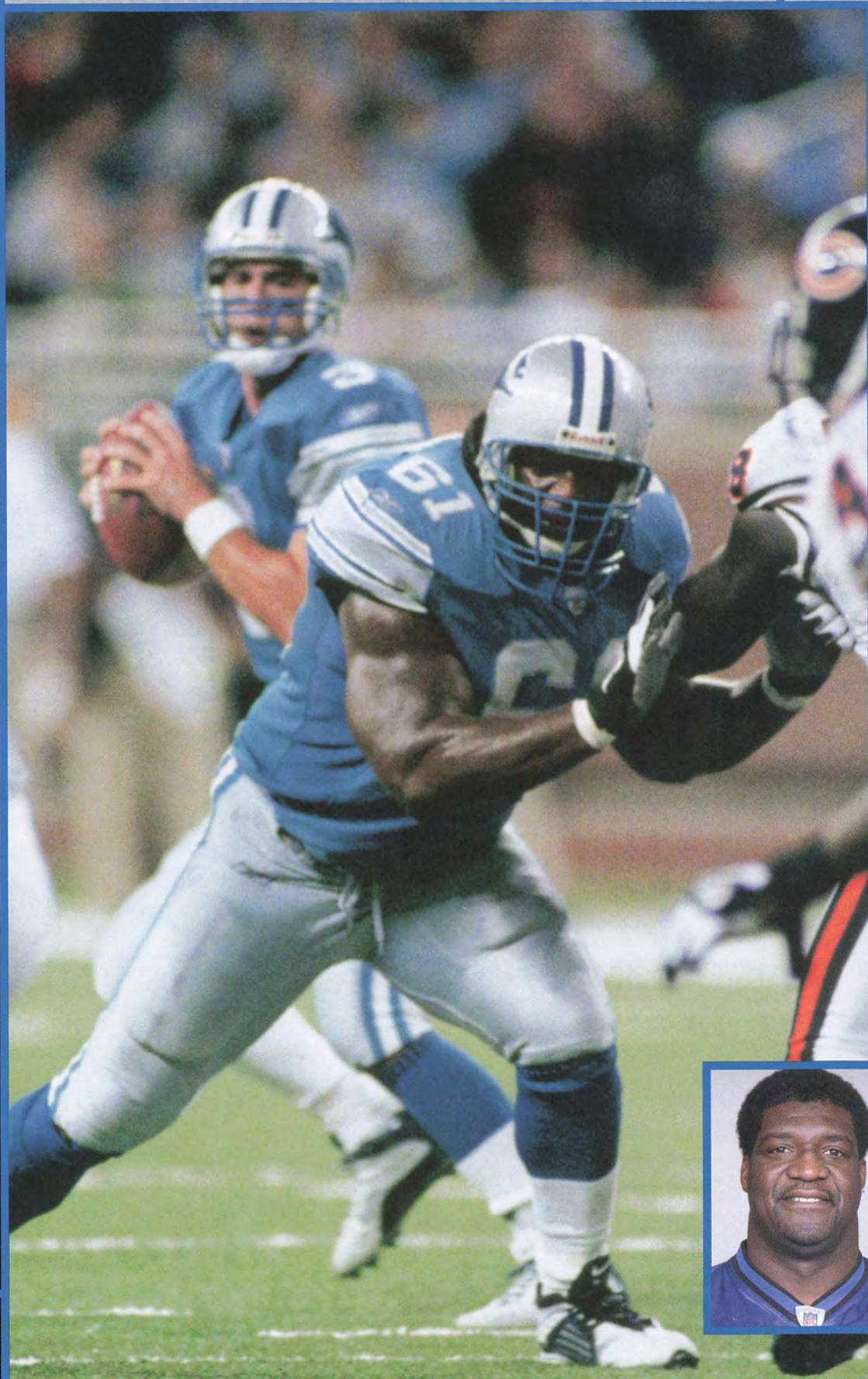
BIRTHDATE:
12/12/62

COLLEGE:
Arkansas
State

HOMETOWN:
Marion, AR



Detroit Lions
52



SHAWN BRYSON

24

R U N N I N G B A C K ●

HEIGHT:
6-1

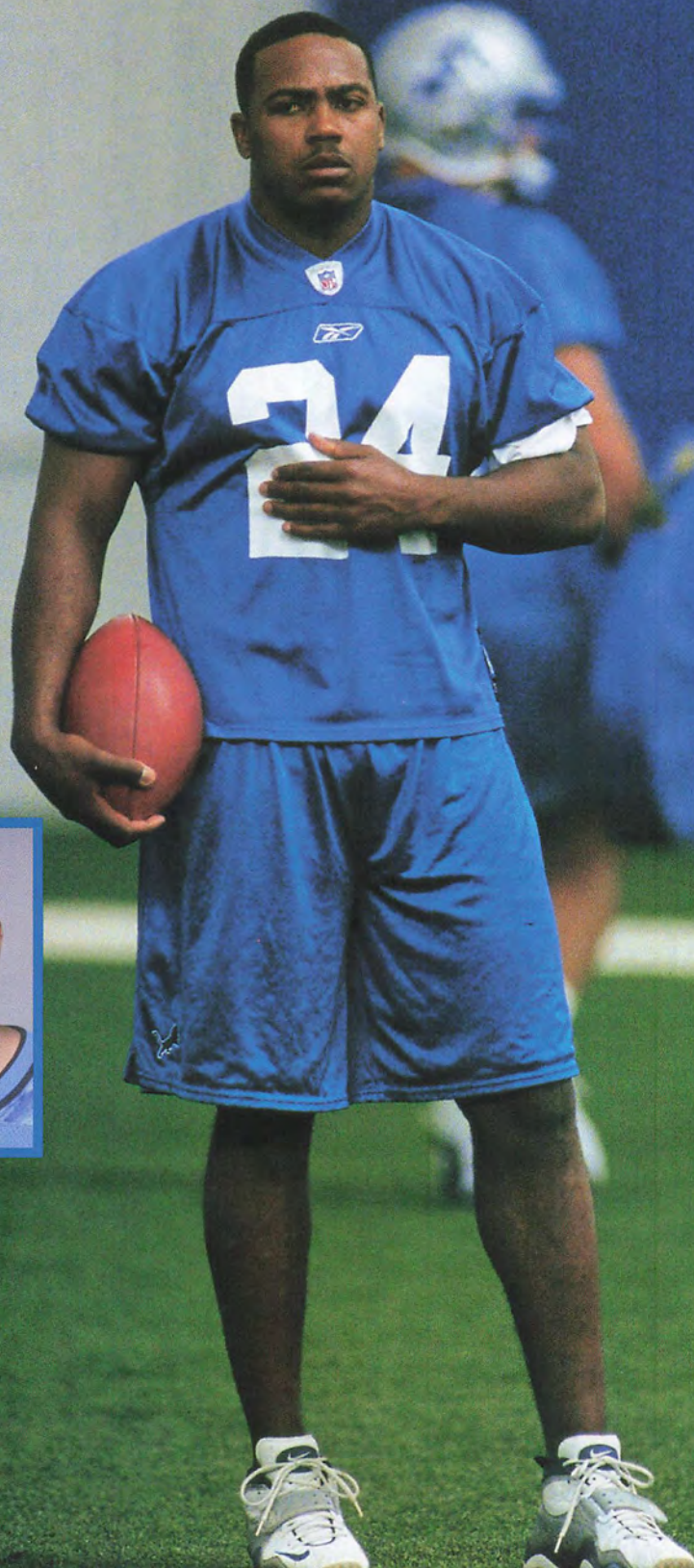
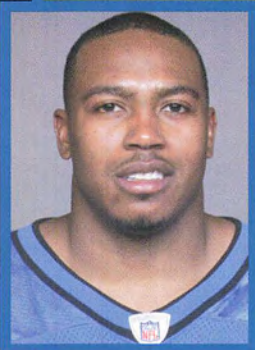
WEIGHT:
228

NFL EXPERIENCE:
5 years

BIRTHDATE:
11/20/76

COLLEGE:
Tennessee

HOMETOWN:
Franklin, TN



Detroit Lions
53



**People who couldn't
imagine
being anything else.**



**Mount Clemens
General Hospital**

To learn more about us, call 800/779-7178 or visit www.mcgh.org.

LAMAR CAMPBELL

39

S A F E E T Y



HEIGHT:
6-0

WEIGHT:
198

NFL EXPERIENCE:
6 years

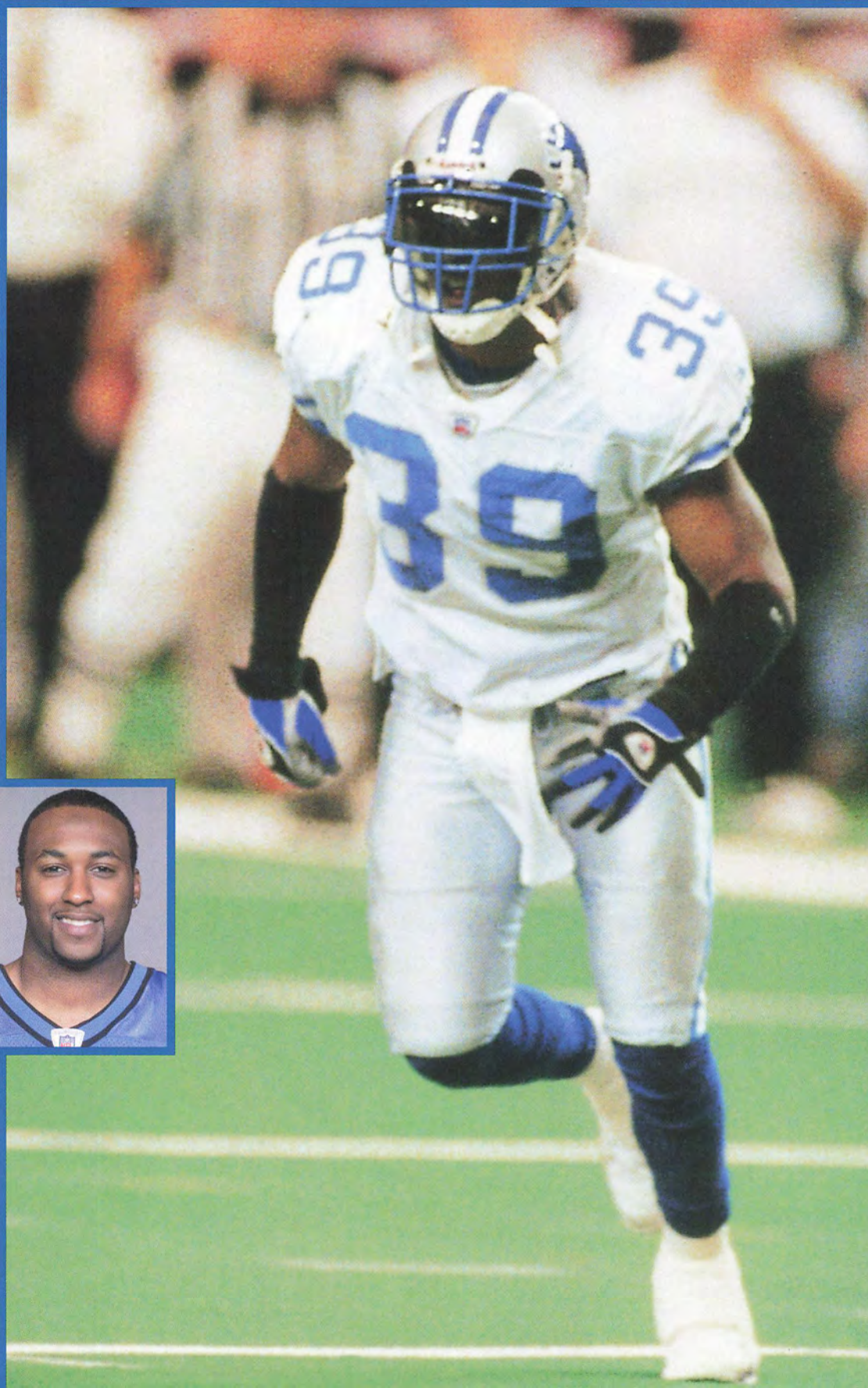
BIRTHDATE:
8/29/76

COLLEGE:
Wisconsin

HOMETOWN:
Chester, PA



Detroit Lions
55



29

CHRIS
CASH

CORNERBACK

HEIGHT:
5-11

WEIGHT:
170

NFL EXPERIENCE:
2 years

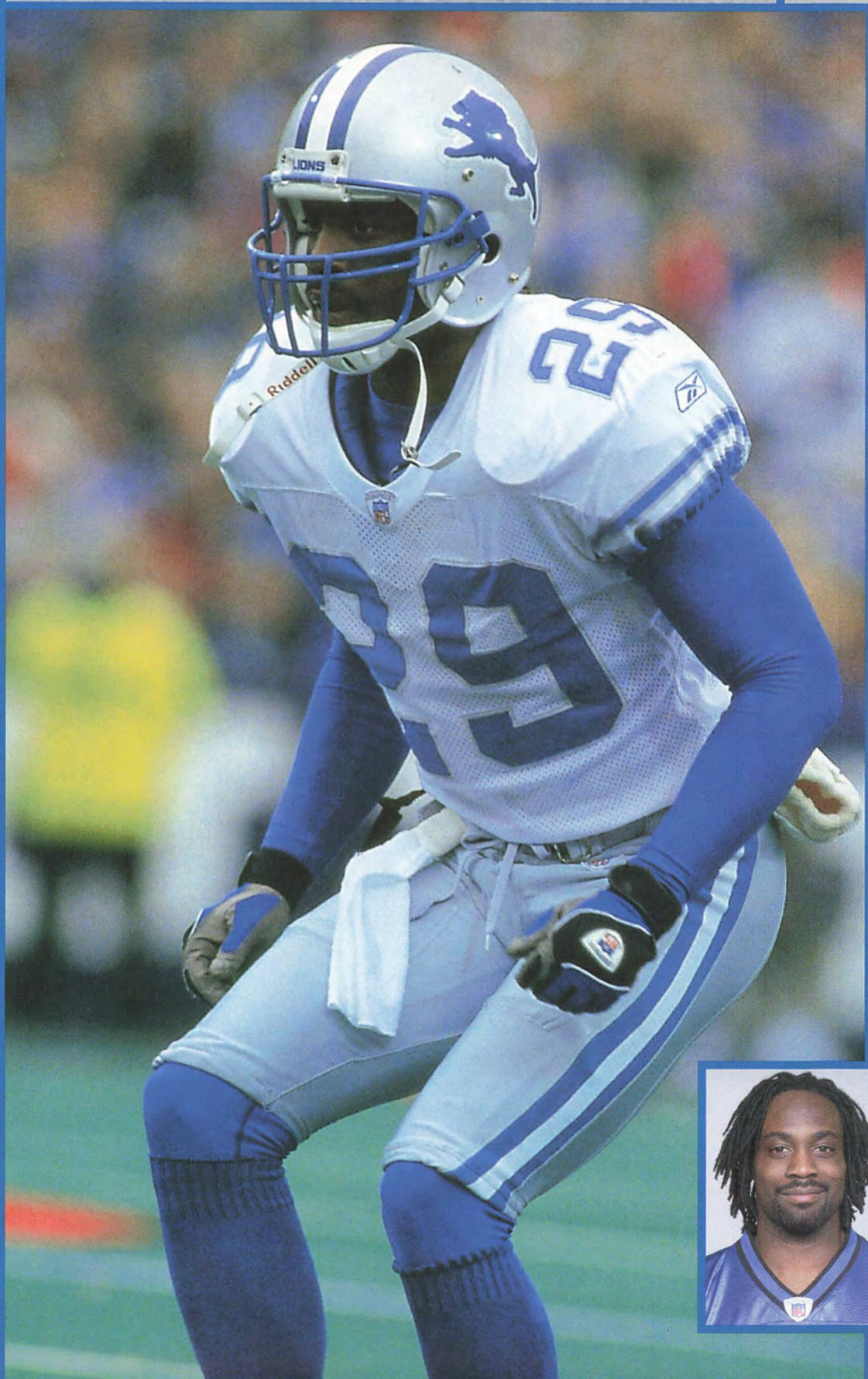
BIRTHDATE:
7/13/80

COLLEGE:
Southern
California

HOMETOWN:
Stockton, CA



Detroit Lions
56





We've got something
everybody wants in a
home loan: **options**

For a **custom-fit
home loan,**
give us a call.

- Reduced closing cost options
- Flexible approval criteria
- Wide variety of down payment options



Washington Mutual
HOME LOANS

St. Clair Office

800.330.6523

Port Huron Office

810.385.5829

Troy Office

800.880.8990

Programs subject to change. Certain restrictions apply. Interest rate/APR may be higher than when these costs are paid by borrower. Some programs may not be combined with others. We have loan offices and accept applications in: Washington Mutual Bank, FA – many states; Washington Mutual Bank – ID, OR, UT, WA; and Washington Mutual Bank fsb – ID, MT, UT.



23

RAFAEL COOPER

● RUNNING BACK

HEIGHT:
5-11

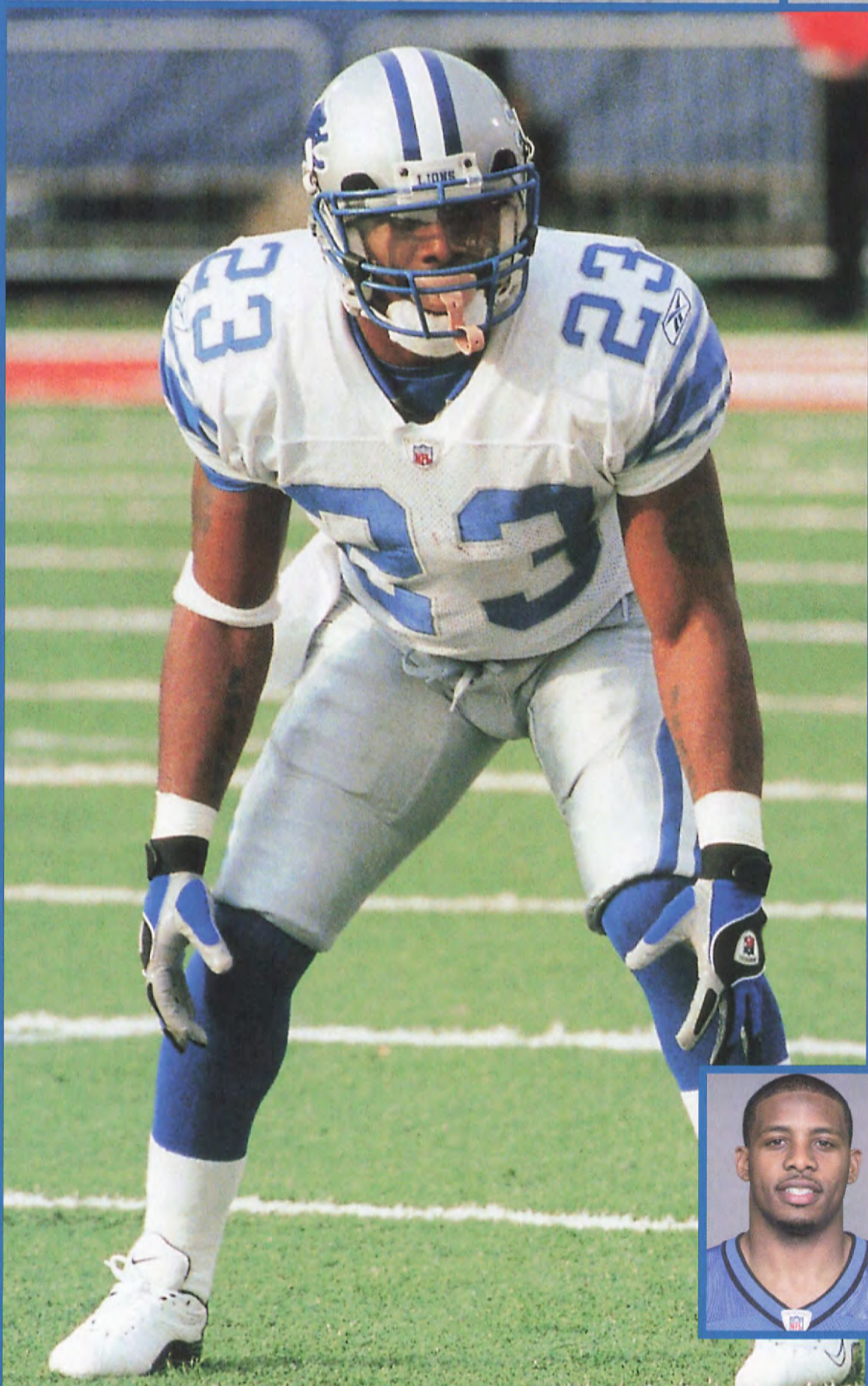
WEIGHT:
205

NFL EXPERIENCE:
2 years

BIRTHDATE:
1/8/75

COLLEGE:
Louisville

HOMETOWN:
Detroit, MI



Detroit Lions
58

DONTÉ CURRY

55

LINEBACKER



HEIGHT:
6-1

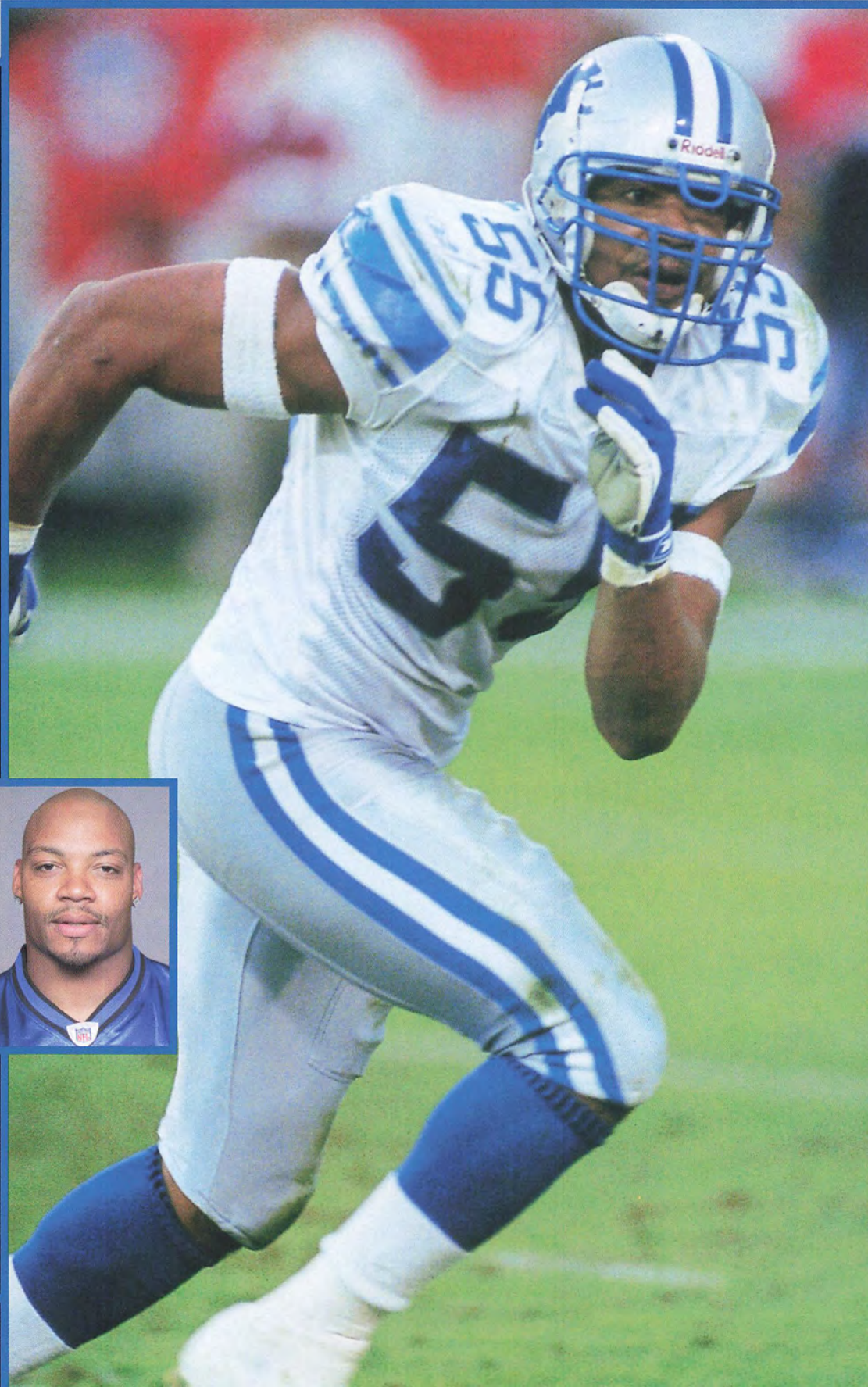
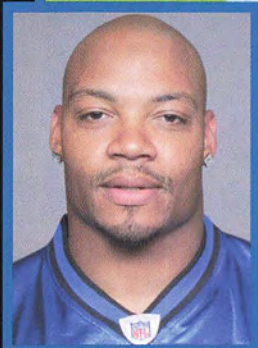
WEIGHT:
233

NFL EXPERIENCE:
3 years

BIRTHDATE:
7/22/78

COLLEGE:
Morris Brown

HOMETOWN:
College Park, GA



Detroit Lions
59

14

TY DETMER

● QUARTERBACK

HEIGHT:
6-0

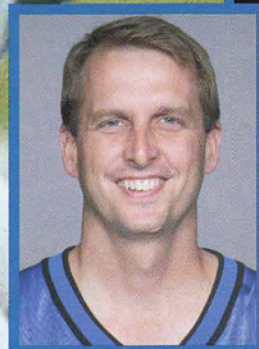
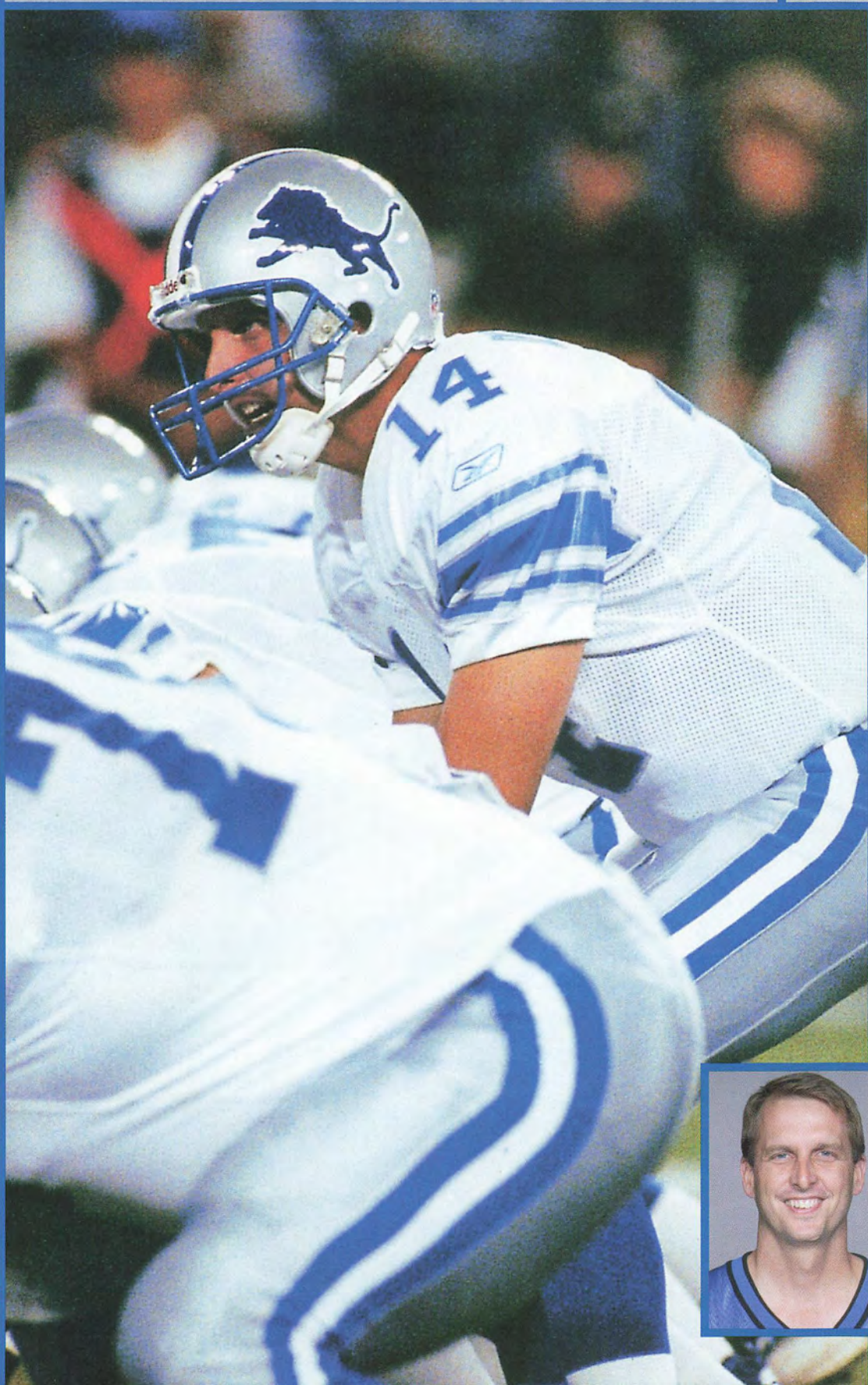
WEIGHT:
189

NFL EXPERIENCE:
12 years

BIRTHDATE:
10/30/67

COLLEGE:
Brigham
Young

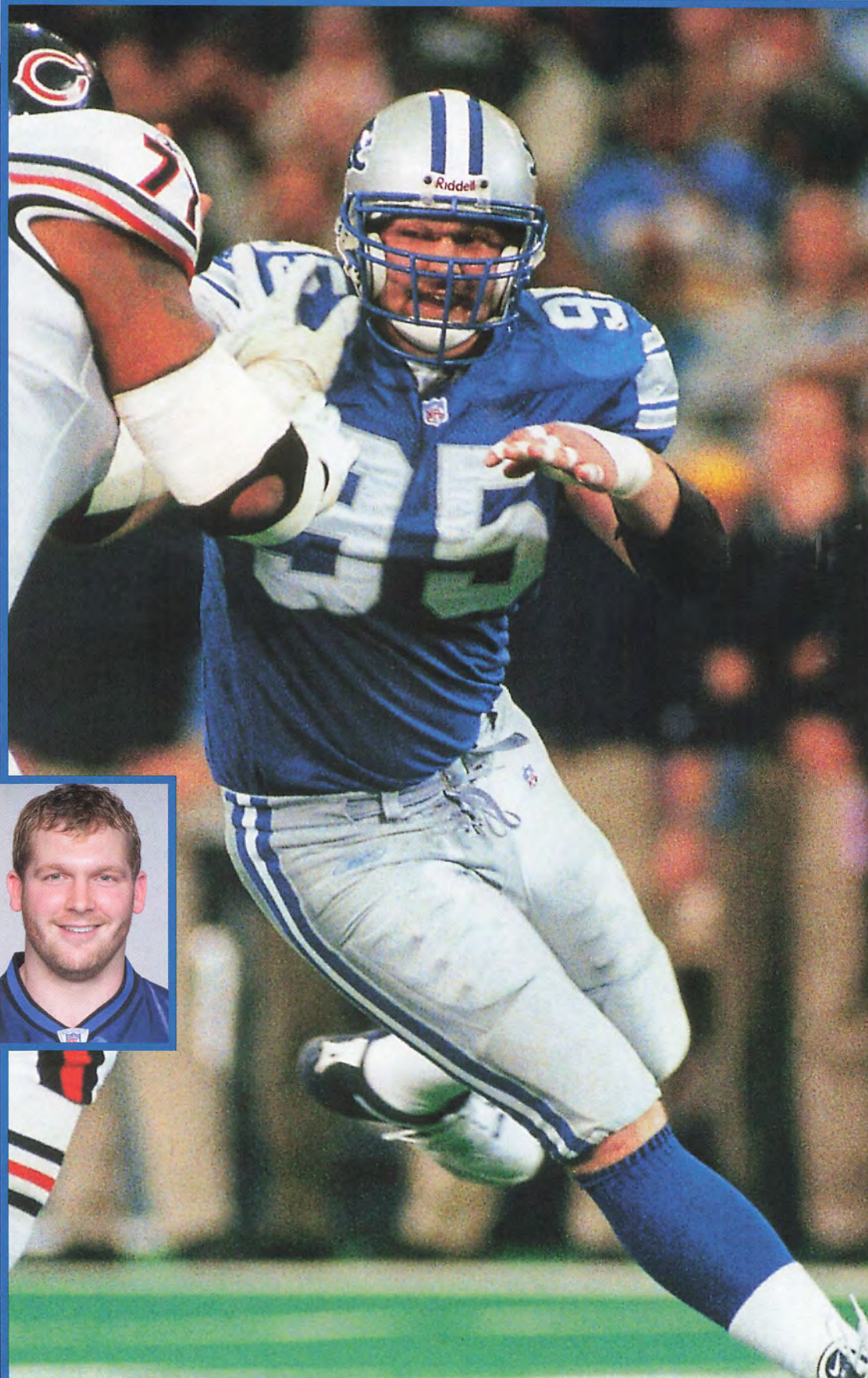
HOMETOWN:
San Antonio, TX



Detroit Lions
60

JARED DeVRIES

95



DEFENSIVE END

HEIGHT:
6-4

WEIGHT:
272

NFL EXPERIENCE:
5 years

BIRTHDATE:
6/11/76

COLLEGE:
Iowa

HOMETOWN:
Aplington, IA



Detroit Lions
61

18

EDDIE DRUMMOND

● WIDE RECEIVER

HEIGHT:
5-9

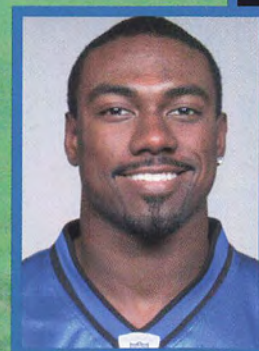
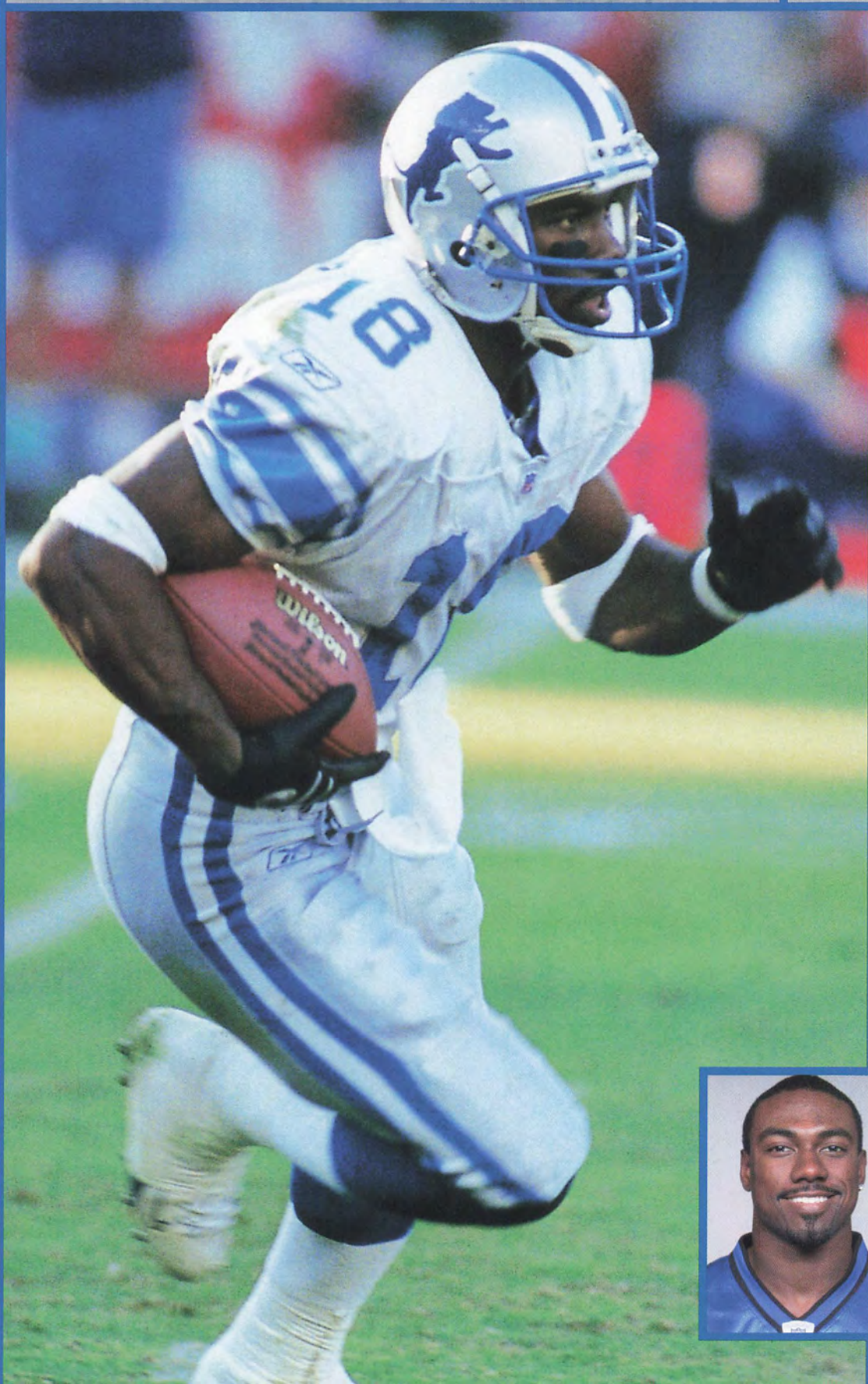
WEIGHT:
185

NFL EXPERIENCE:
2 years

BIRTHDATE:
4/12/80

COLLEGE:
Penn State

HOMETOWN:
Pittsburgh, PA



Detroit Lions
62

KALIMBA EDWARDS

98



DEFENSIVE END



HEIGHT:
6-5

WEIGHT:
264

NFL EXPERIENCE:
2 years

BIRTHDATE:
12/26/79

COLLEGE:
South Carolina

HOMETOWN:
Atlanta, GA



Detroit Lions
63

94

LUTHER ELLISS

● DEFENSIVE TACKLE

HEIGHT:
6-5

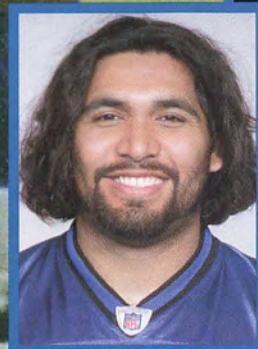
WEIGHT:
318

NFL EXPERIENCE:
9 years

BIRTHDATE:
3/22/73

COLLEGE:
Utah

HOMETOWN:
Mancos, CO



Detroit Lions
64

JEFF GOOCH

59

LINEBACKER

HEIGHT:
5-11

WEIGHT:
226

NFL EXPERIENCE:
8 years

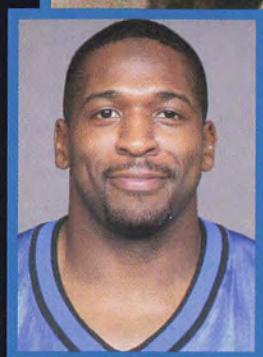
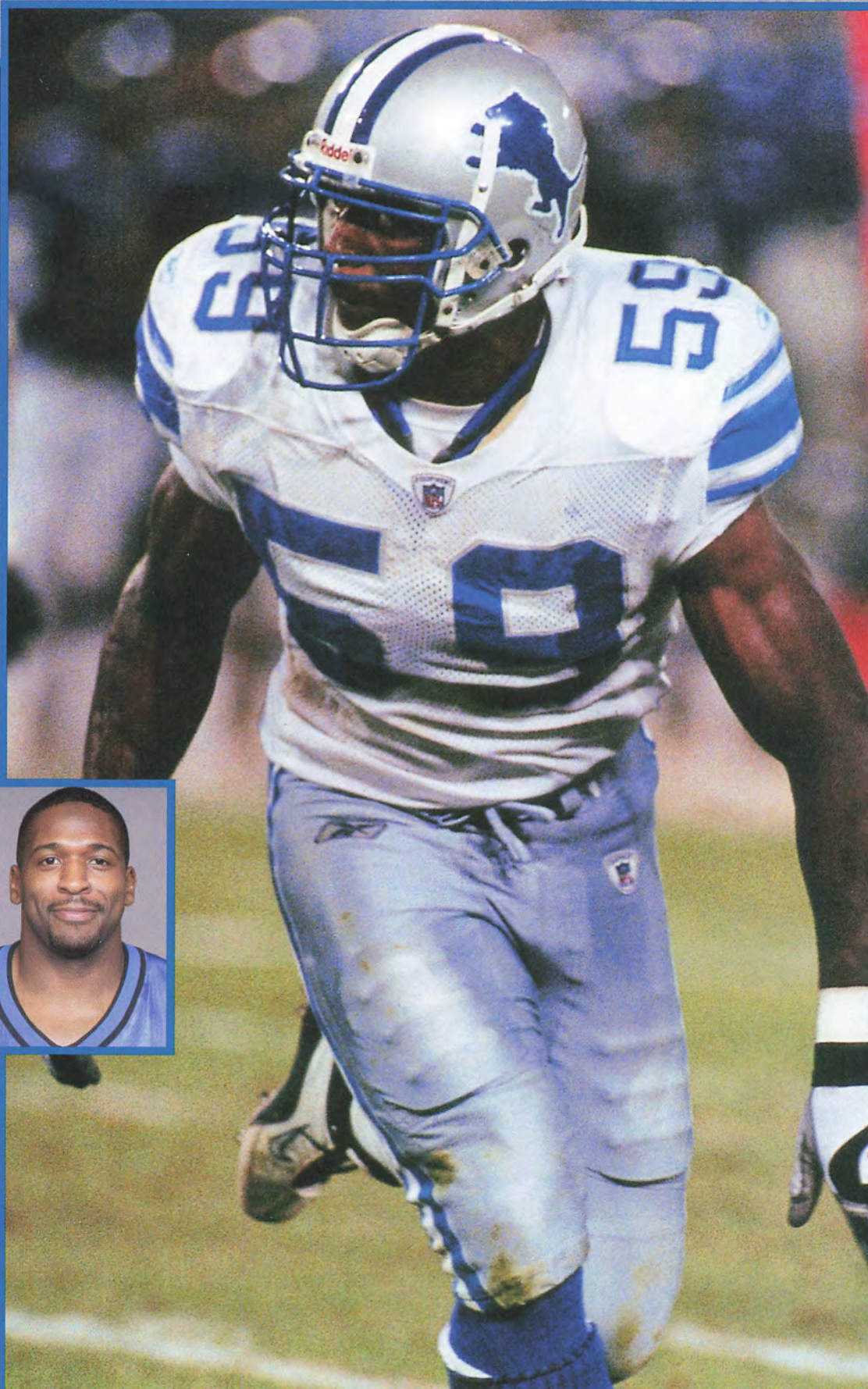
BIRTHDATE:
10/31/74

COLLEGE:
Austin Peay

HOMETOWN:
Nashville, TN



Detroit Lions
65



35

ANDRÉ GOODMAN

CORNERBACK

HEIGHT:
5-10

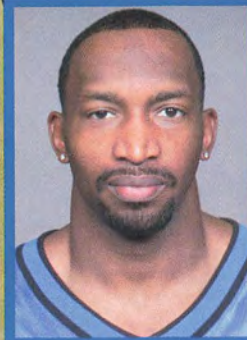
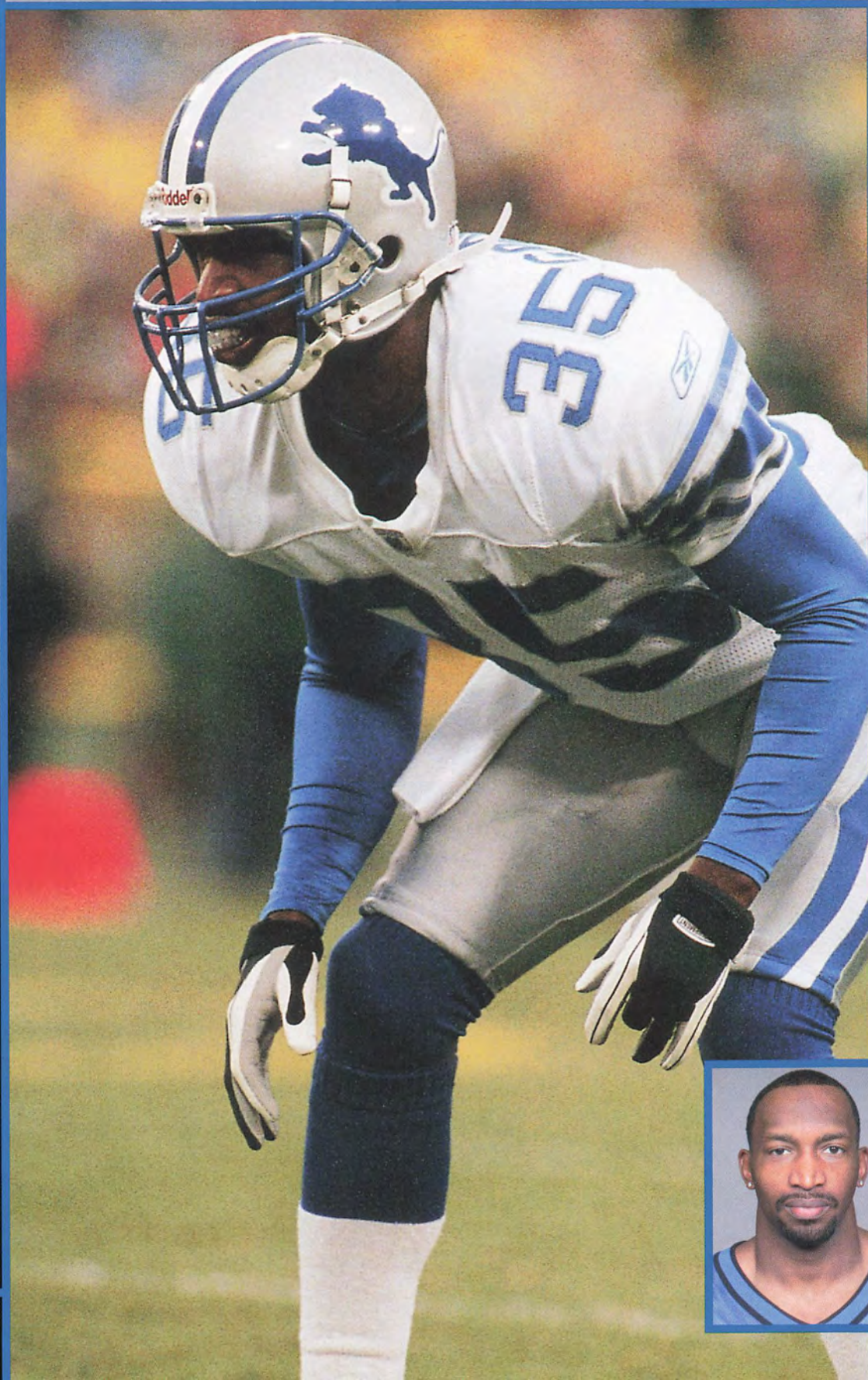
WEIGHT:
185

NFL EXPERIENCE:
2 years

BIRTHDATE:
8/11/78

COLLEGE:
South Carolina

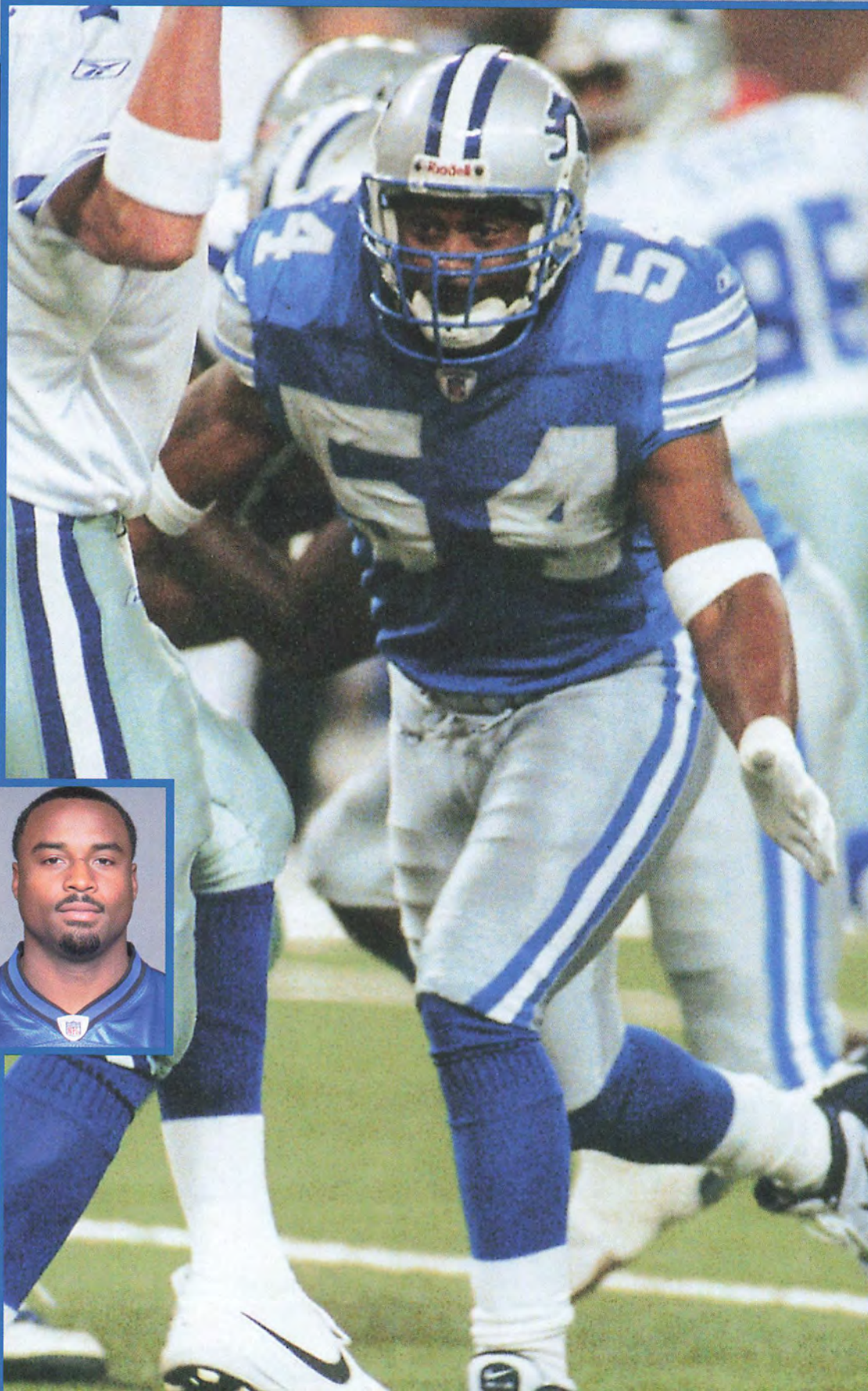
HOMETOWN:
Greenville, SC



Detroit Lions
66

BARRETT GREEN

54



L I N E B A C K E R



HEIGHT:
6-0

WEIGHT:
225

NFL EXPERIENCE:
4 years

BIRTHDATE:
10/29/77

COLLEGE:
West Virginia

HOMETOWN:
**West Palm
Beach, FL**



Detroit Lions
67

81

AZ-ZAHIR HAKIM

● WIDE RECEIVER

HEIGHT:
5-10

WEIGHT:
189

NFL EXPERIENCE:
6 years

BIRTHDATE:
6/3/77

COLLEGE:
San Diego
State

HOMETOWN:
Los Angeles, CA



Detroit Lions
68



MONROE®

Official Signal Guide



When it comes to your driving safety, make the right call. Next time you're in for tire or brake service, have your shocks checked as part of a Monroe Safety Triangle Inspection.

Why? Because worn shocks could compromise your car's stopping ability. And since shocks degrade gradually, you may not even be aware that they've failed.

So, next time you're in, ask your local Monroe dealer for a Safety Triangle Inspection. And stay ahead of the game.



MONROE®
Ride safe.
www.monroe.com

96

JAMES HALL

● DEFENSIVE END

HEIGHT:
6-2

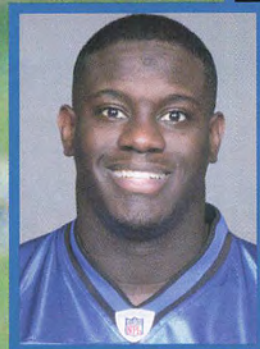
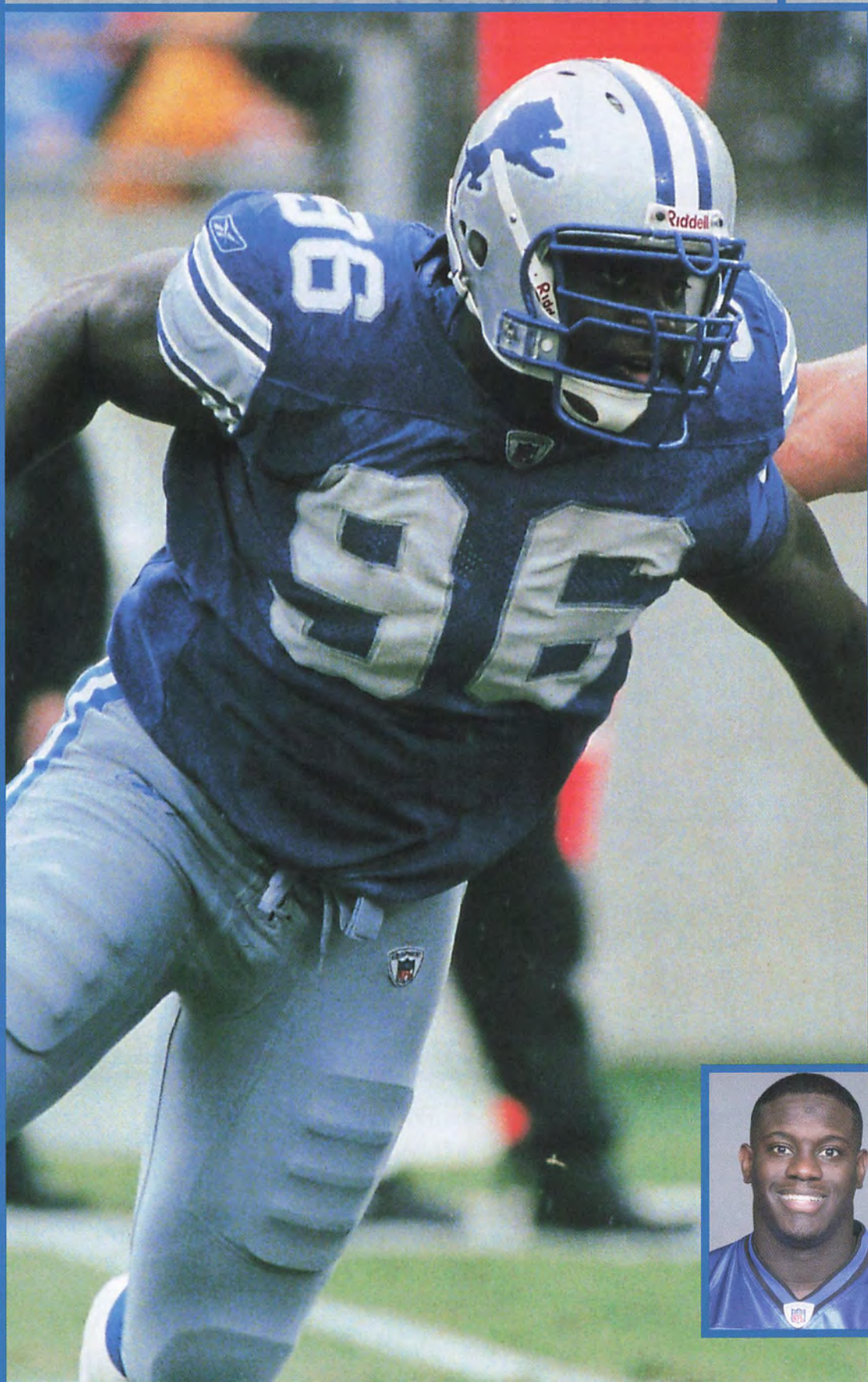
WEIGHT:
270

NFL EXPERIENCE:
4 years

BIRTHDATE:
2/4/77

COLLEGE:
Michigan

HOMETOWN:
New Orleans, LA



Detroit Lions
70

JASON HANSON

4

KICKER

●
HEIGHT:
5-11

WEIGHT:
182

NFL EXPERIENCE:
12 years

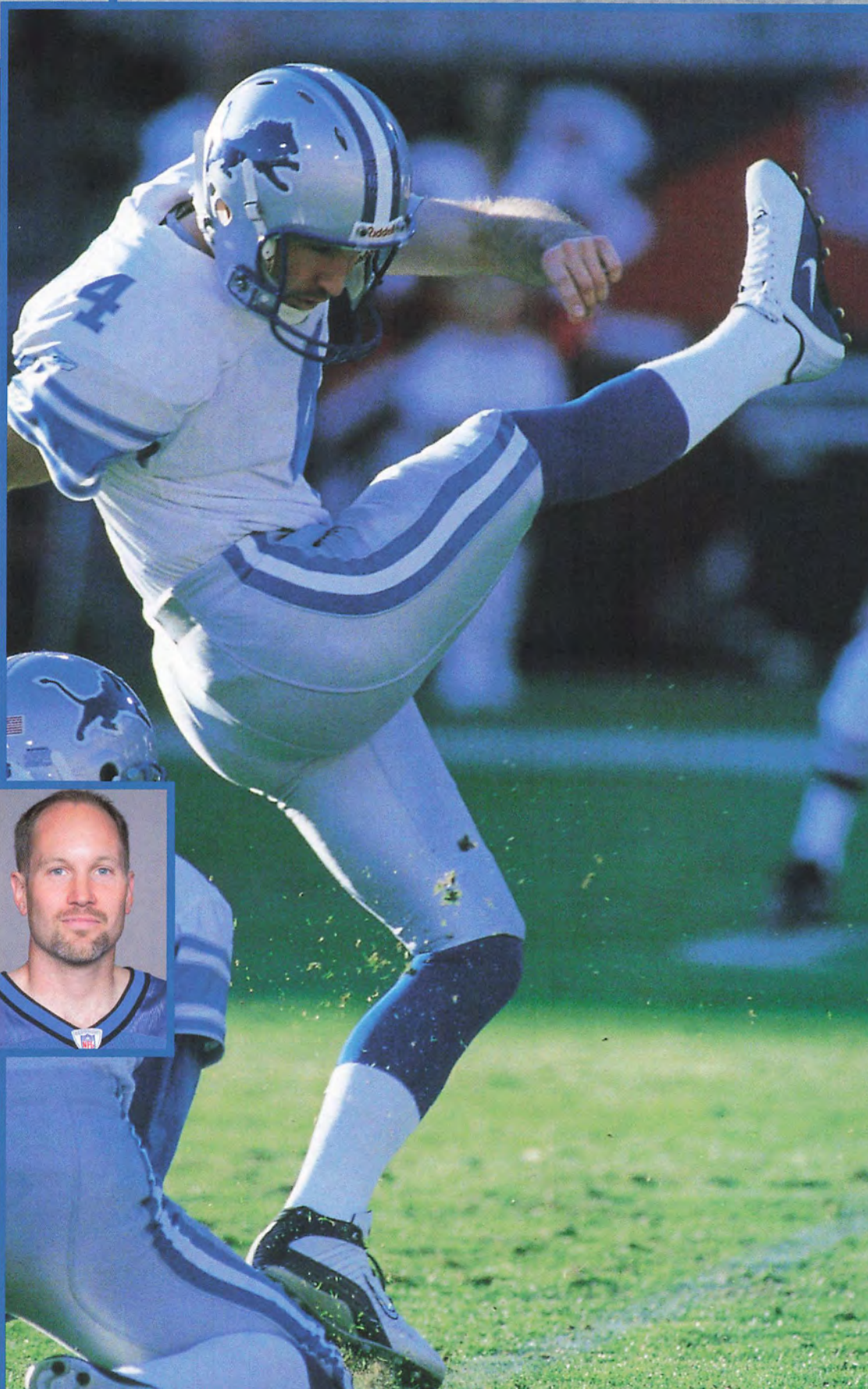
BIRTHDATE:
6/17/70

COLLEGE:
Washington
State

HOMETOWN:
Spokane, WA



Detroit Lions
71



3

JOEY HARRINGTON

● QUARTERBACK

HEIGHT:
6-4

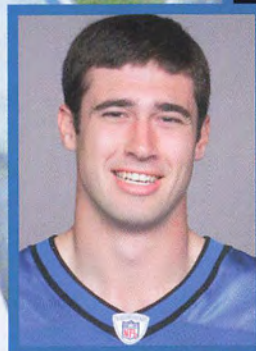
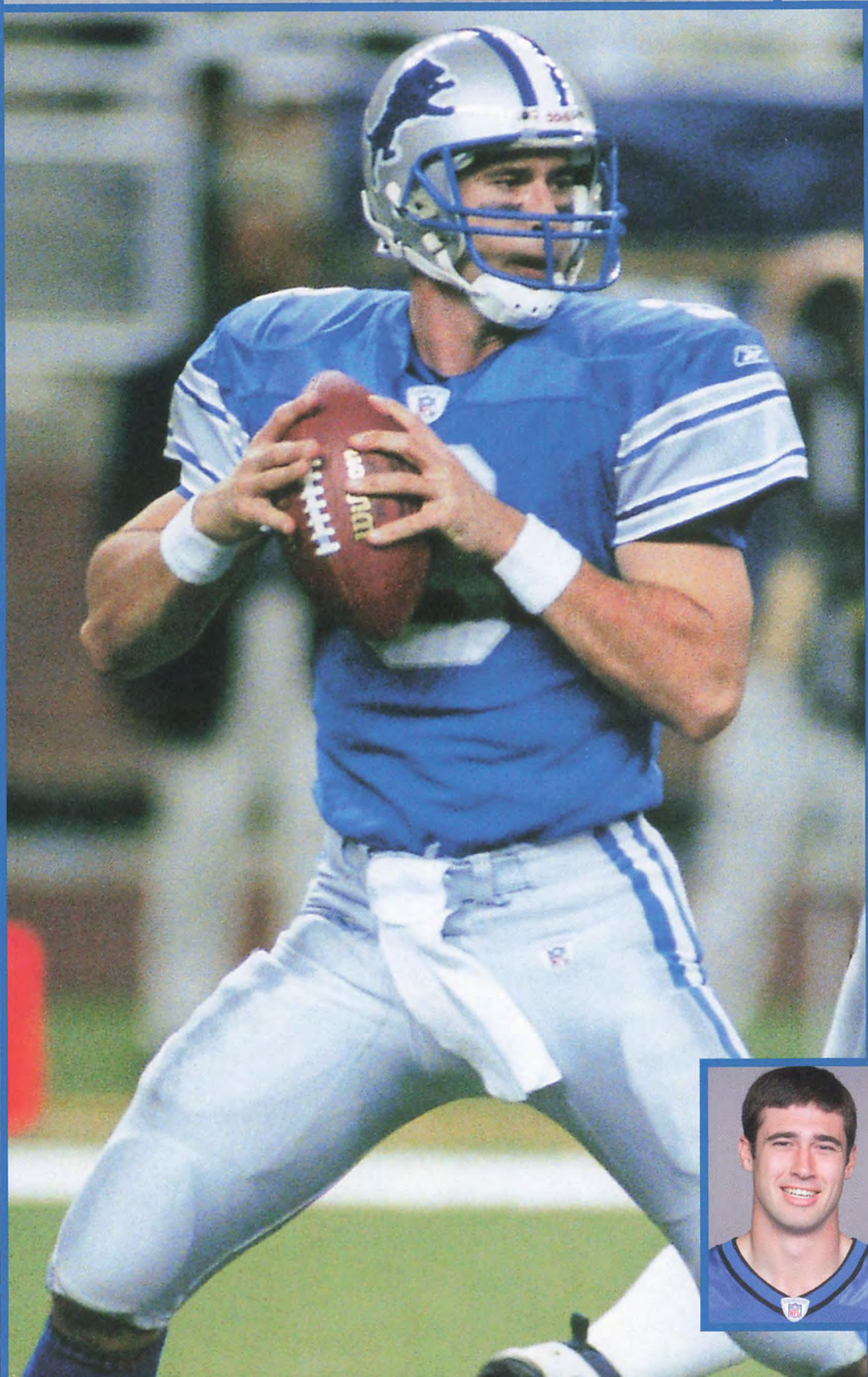
WEIGHT:
220

NFL EXPERIENCE:
2 years

BIRTHDATE:
10/21/78

COLLEGE:
Oregon

HOMETOWN:
Portland, OR



Detroit Lions
72

COREY HARRIS

25

SAFETY

HEIGHT:
5-11

WEIGHT:
213

NFL EXPERIENCE:
12 years

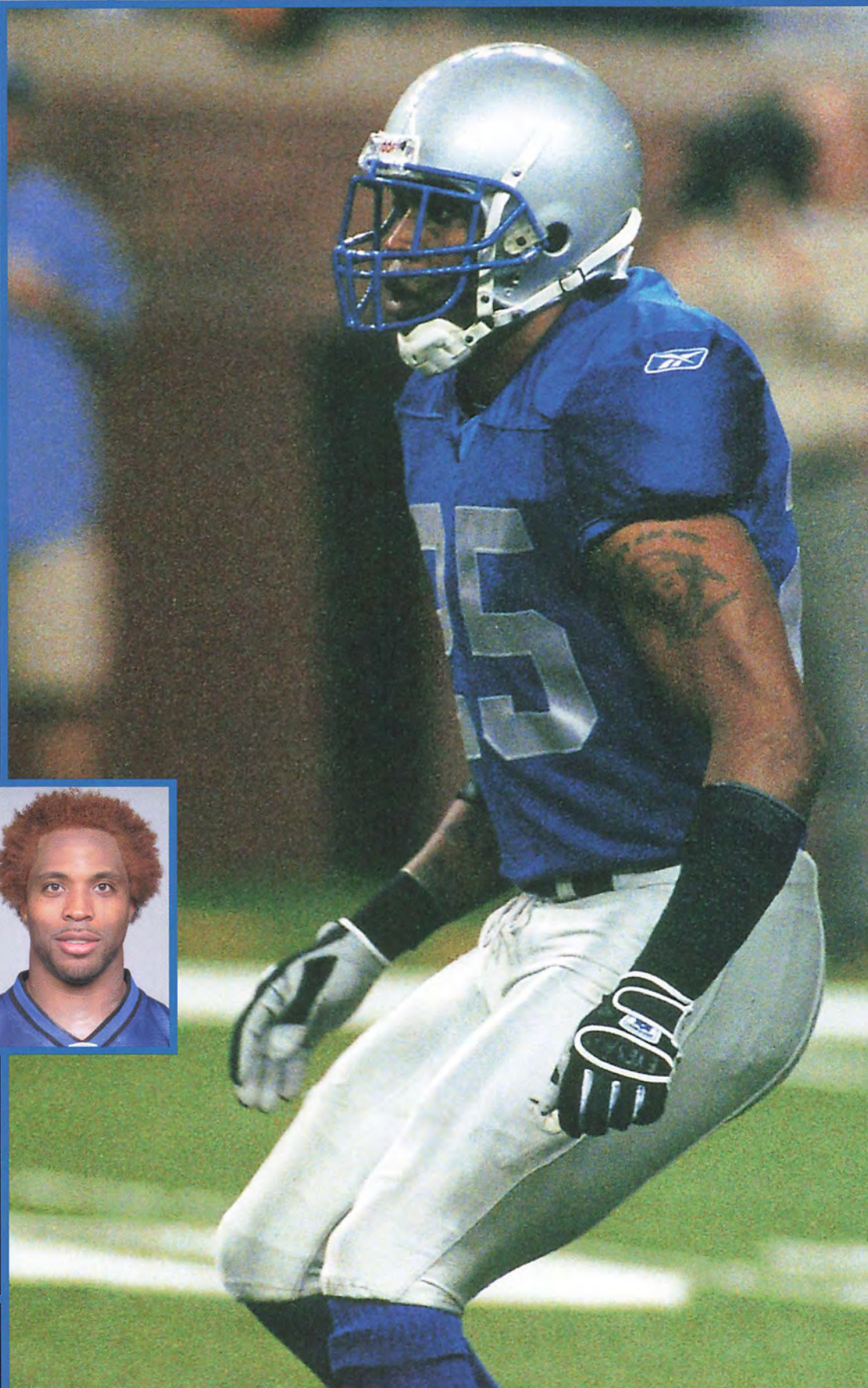
BIRTHDATE:
10/25/69

COLLEGE:
Vanderbilt

HOMETOWN:
Indianapolis, IN



Detroit Lions
73



77

ANTHONY HERRON

DEFENSIVE END



HEIGHT:
6-3

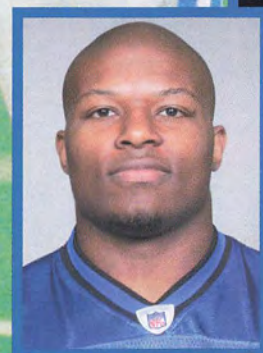
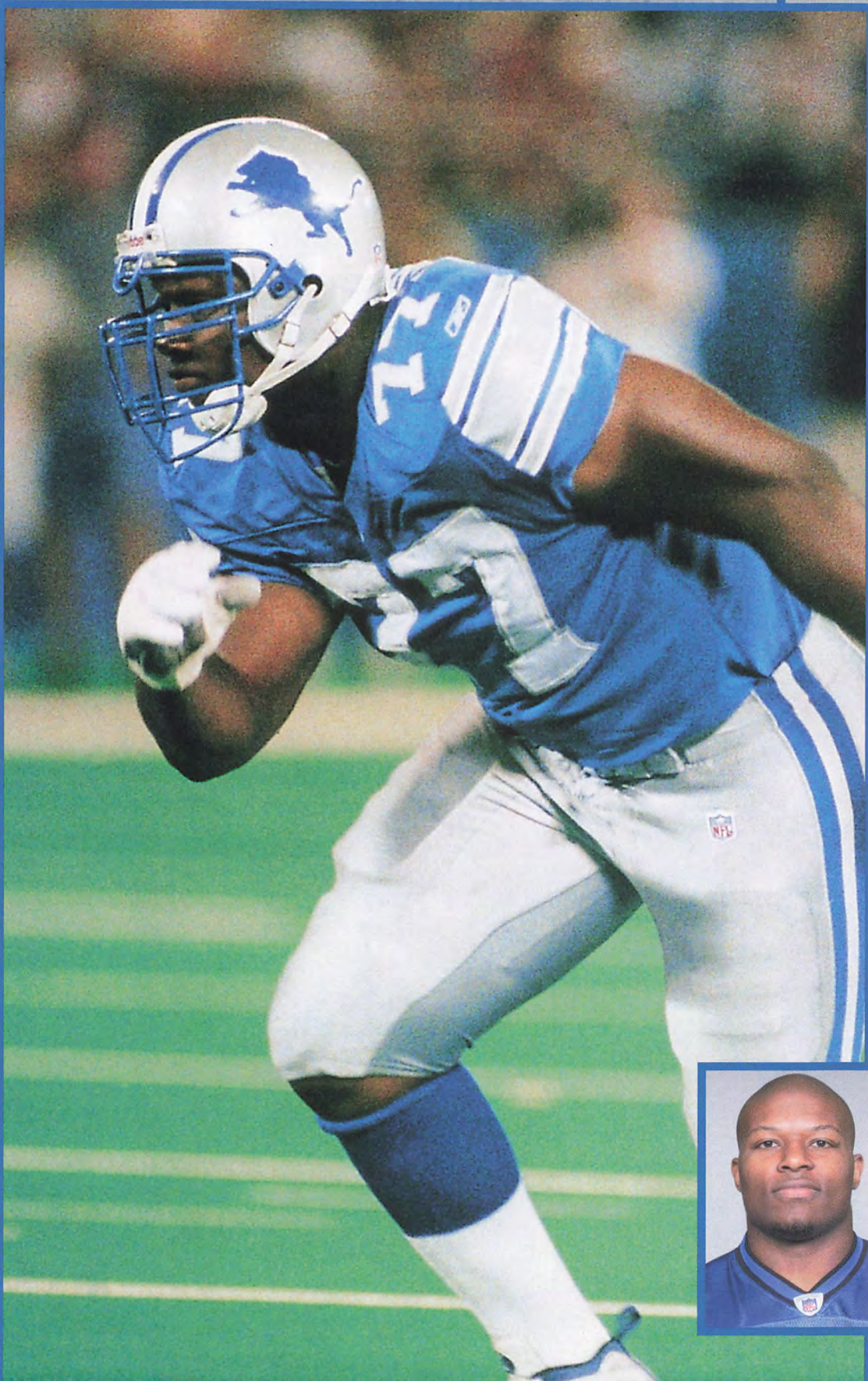
WEIGHT:
280

NFL EXPERIENCE:
2 years

BIRTHDATE:
9/24/79

COLLEGE:
Iowa

HOMETOWN:
Bolingbrook, IL



Detroit Lions
74

EARL HOLMES

50

LINEBACKER

HEIGHT:
6-2

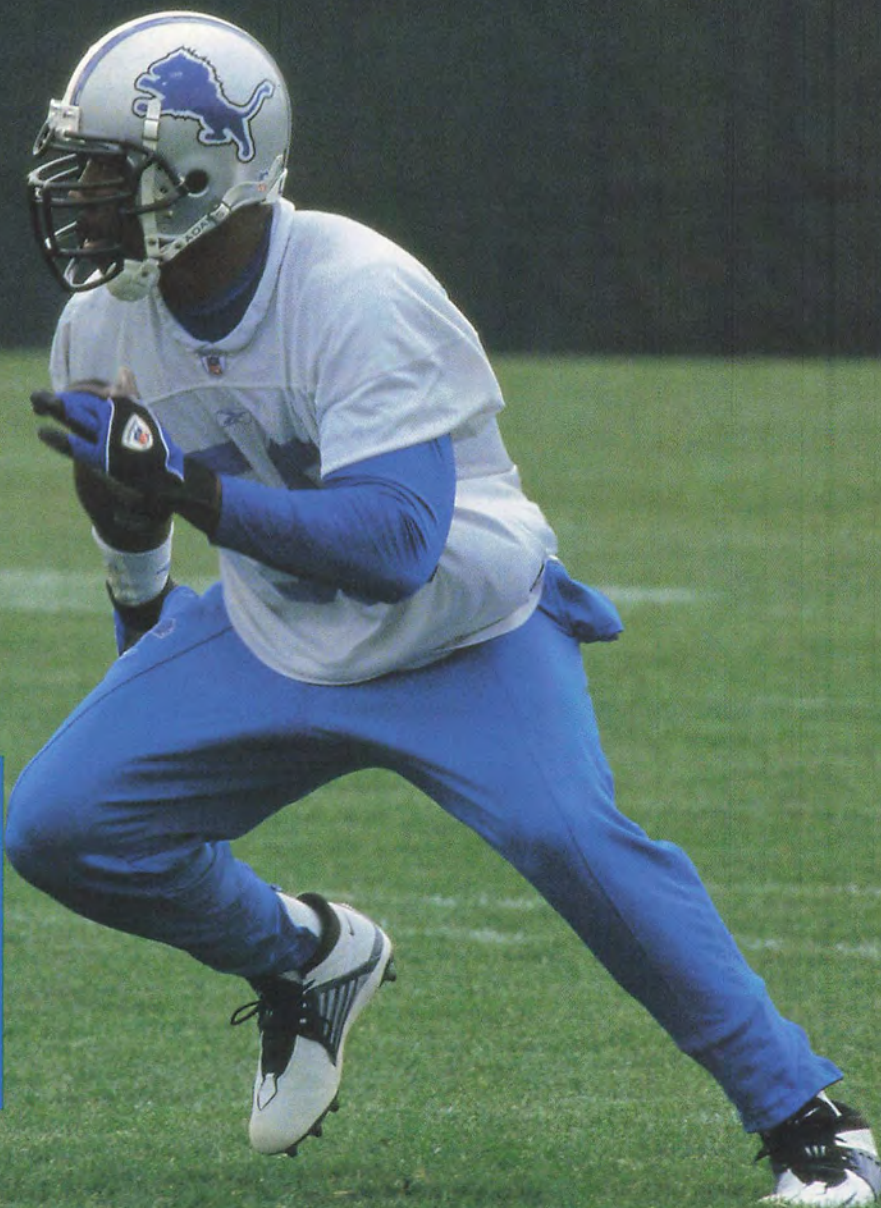
WEIGHT:
242

NFL EXPERIENCE:
8 years

BIRTHDATE:
4/28/73

COLLEGE:
Florida A&M

HOMETOWN:
Tallahassee, FL



Detroit Lions
75

64

TYRONE HOPSON

● GUARD/CENTER

HEIGHT:
6-2

WEIGHT:
290

NFL EXPERIENCE:
4 years

BIRTHDATE:
5/28/76

COLLEGE:
Eastern
Kentucky

HOMETOWN:
Owensboro, KY



Detroit Lions
76



SHAWN JEFFERSON

13

WIDE RECEIVER

HEIGHT:
5-11

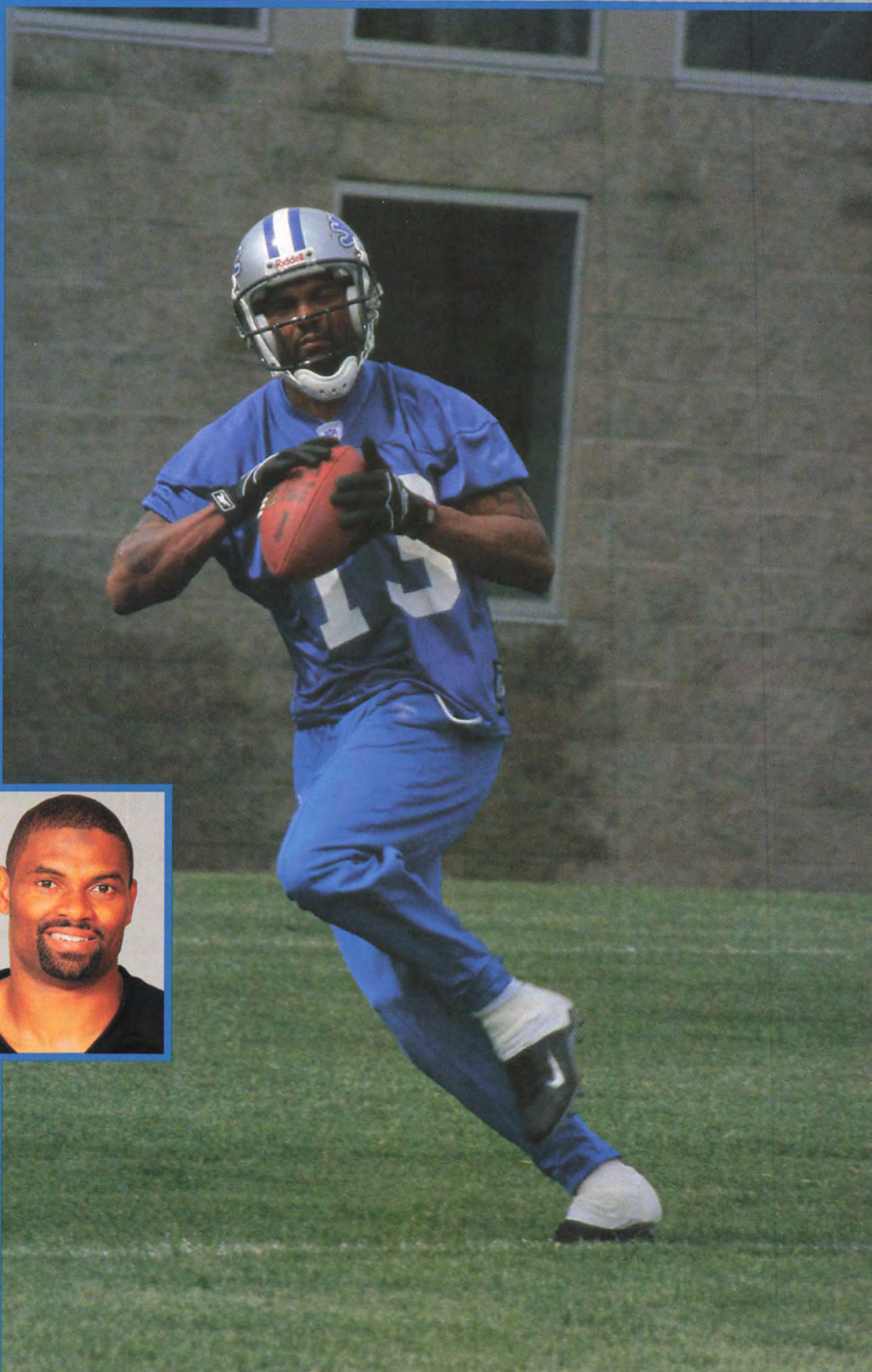
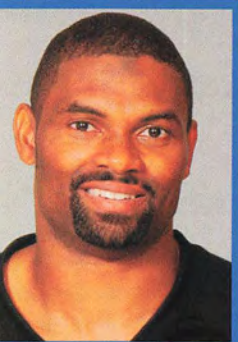
WEIGHT:
185

NFL EXPERIENCE:
13 years

BIRTHDATE:
2/22/69

COLLEGE:
Cenral Florida

HOMETOWN:
Jacksonville, FL



Detroit Lions
77



Sure sign of success

The Arts. Business. Education. Health and Human Services. Technology. The Sciences. No matter where you look, Eastern Michigan University grads are leading the way. We offer more than 400 majors, minors and concentrations, 85 graduate degree and certificate programs, and we are an ISO 9002-certified training supplier. You can study full or part time, on campus, online or at one of our convenient centers. Call or visit our Web site to see how you can move to the front of the pack.

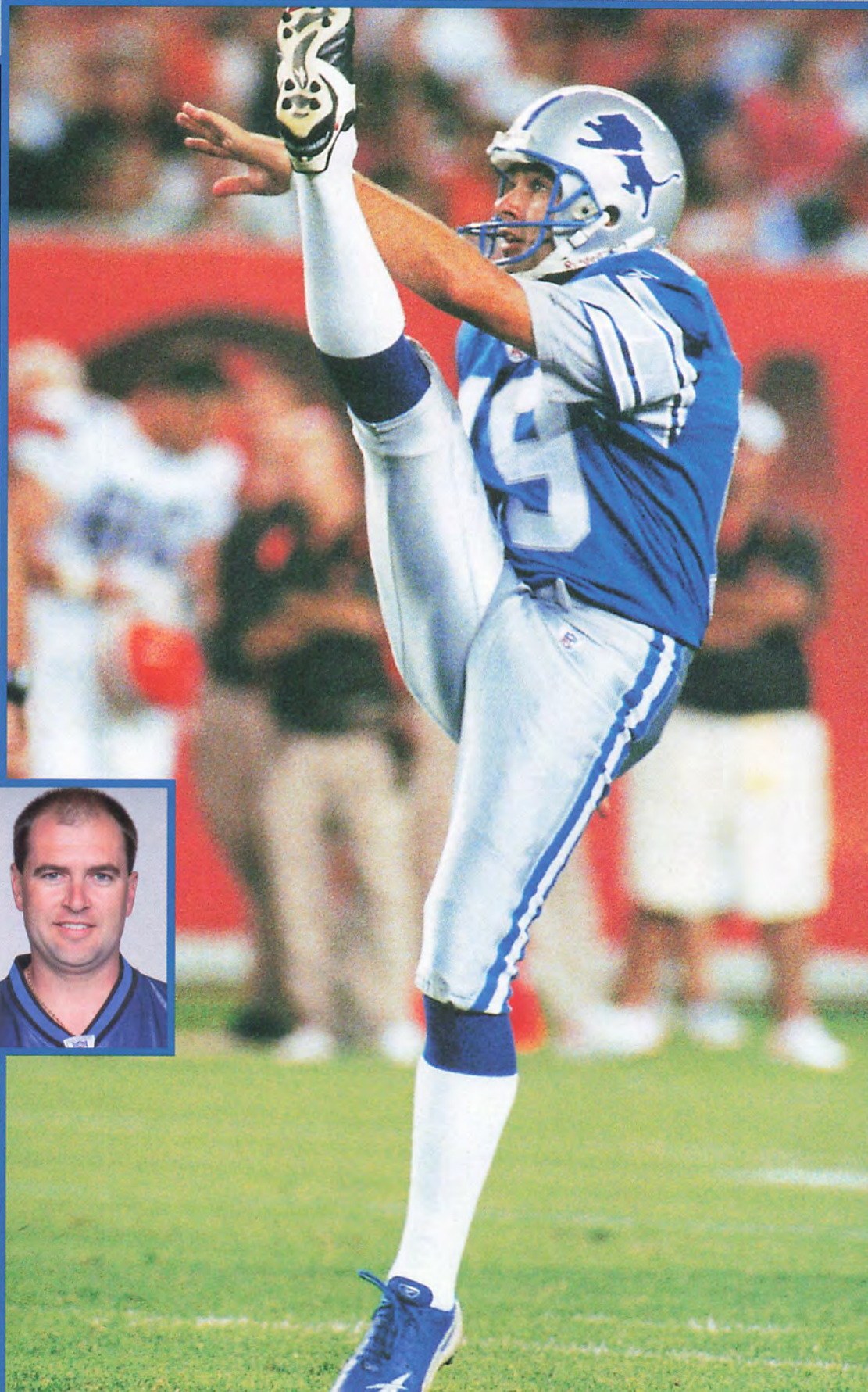
EASTERN MICHIGAN UNIVERSITY™

800.GO-TO-EMU

www.emich.edu • AOL Keyword: GO TO EMU

JOHN JETT

19



PUNTER



HEIGHT:
6-0

WEIGHT:
197

NFL EXPERIENCE:
11 years

BIRTHDATE:
11/11/68

COLLEGE:
East Carolina

HOMETOWN:
Reedville, VA



Detroit Lions
79

75

MATT JOYCE

TACKLE

●
HEIGHT:
6-7

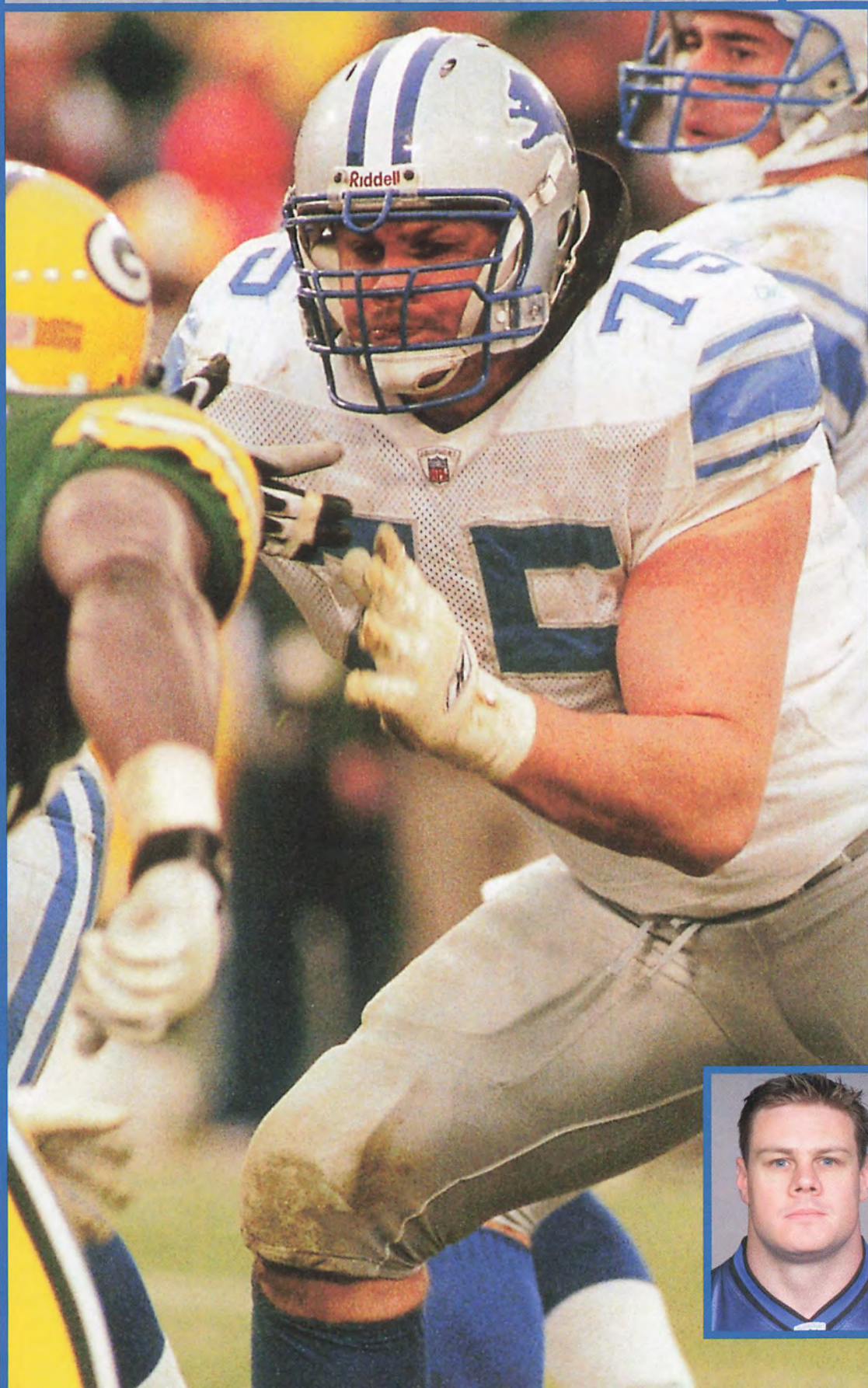
WEIGHT:
300

NFL EXPERIENCE:
9 years

BIRTHDATE:
3/30/72

COLLEGE:
Richmond

HOMETOWN:
Scottsdale, AZ



Detroit Lions
80

ANTWAN LAKE

68



DEFENSIVE END •

HEIGHT:
6-4

WEIGHT:
308

NFL EXPERIENCE:
2 years

BIRTHDATE:
7/10/79

COLLEGE:
West Virginia

HOMETOWN:
Seaforo, DE



Detroit Lions
81

70

JOSH LOVELADY

G U A R D

●
HEIGHT:
6-3

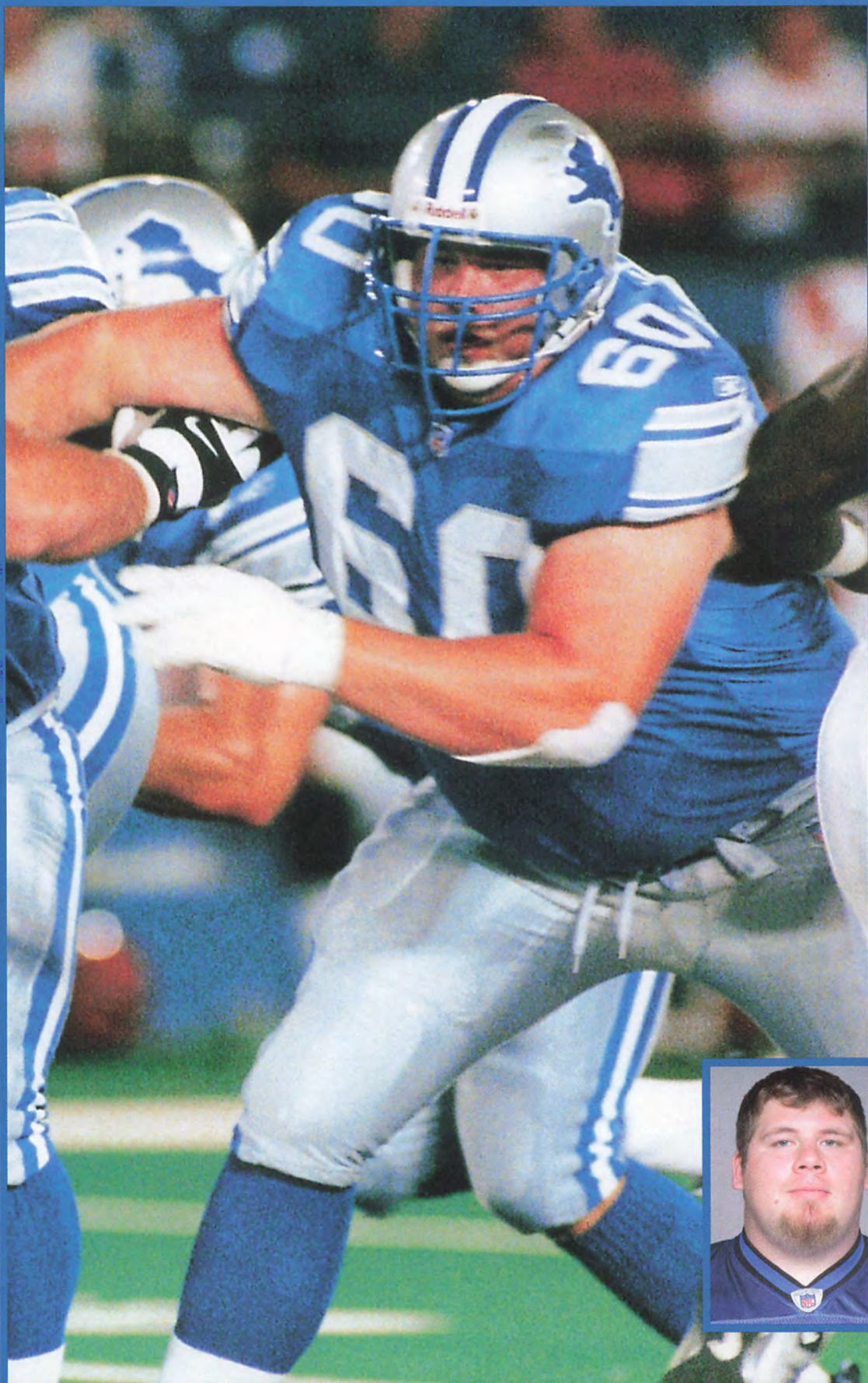
WEIGHT:
330

NFL EXPERIENCE:
2 years

BIRTHDATE:
1/28/78

COLLEGE:
Houston

HOMETOWN:
Midfield, TX



Detroit Lions
82

ESTABLISHED

1882

MÉTHODE CHAMPENOISE

KORBEL®

CALIFORNIA CHAMPAGNE

Brut

12% ALC. BY VOL.

America's Champagne Since 1882.



KORBEL®

CALIFORNIA CHAMPAGNE



KODAK and

Kmart we Care.

YOUR PICTURES WILL
NEVER
BE THE SAME
AGAIN

WITH **KODAK PERFECT TOUCH** PROCESSING

Trust Only
The Best
For Your
Special
Memories

Kodak PerfectTouch

PROCESSING

Digital Pictures From A
One-Time-Use Camera



**Clearer, More
Vibrant Pictures****

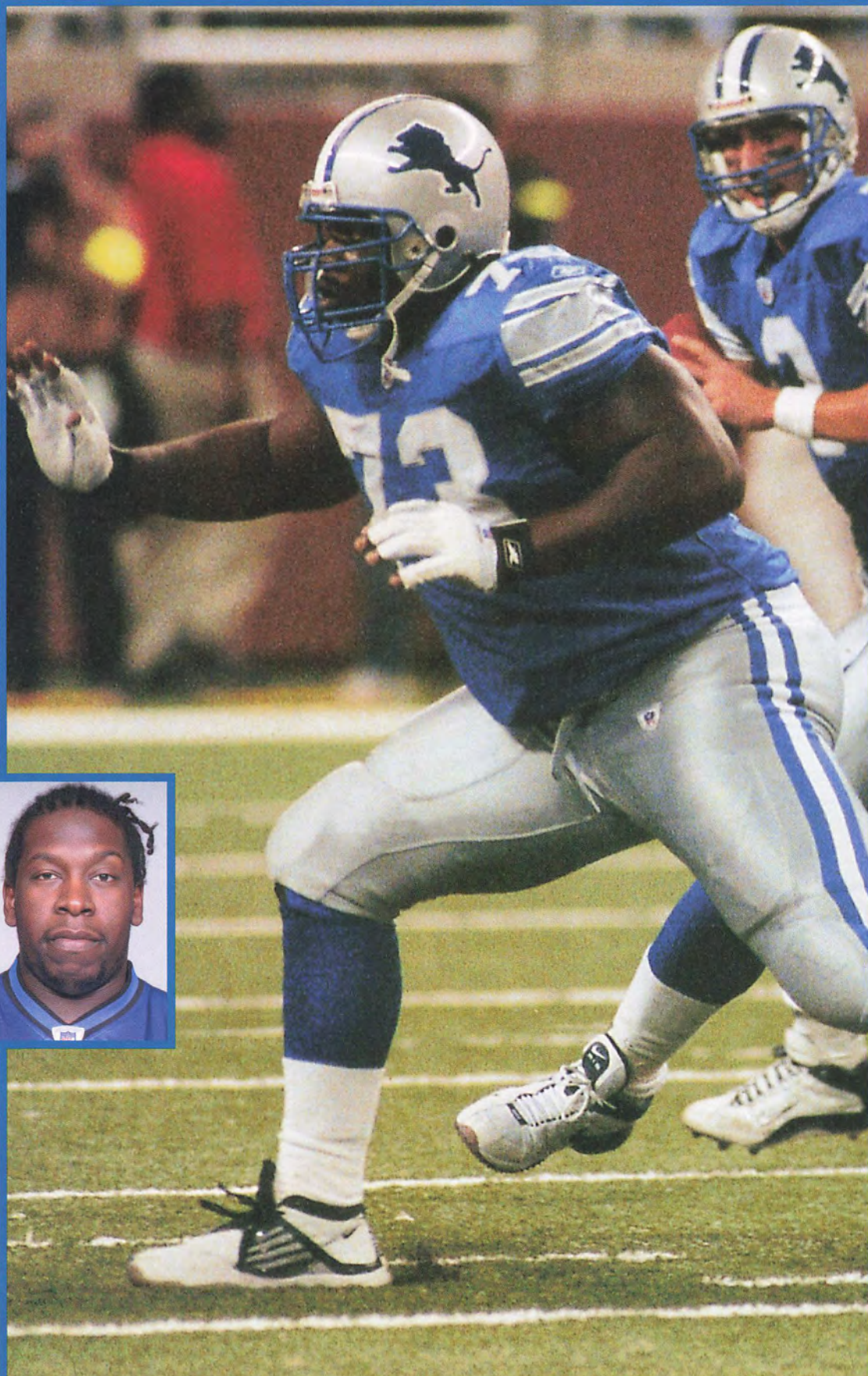
*Printed with regular processing.

**Among 400-speed color print films.



STOCKAR McDOUGLE

73



TACKLE

HEIGHT:
6-6

WEIGHT:
335

NFL EXPERIENCE:
4 years

BIRTHDATE:
1/11/77

COLLEGE:
Oklahoma

HOMETOWN:
**Deerfield
Beach, FL**



Detroit Lions
85

8

MIKE McMAHON

● QUARTERBACK

HEIGHT:
6-2

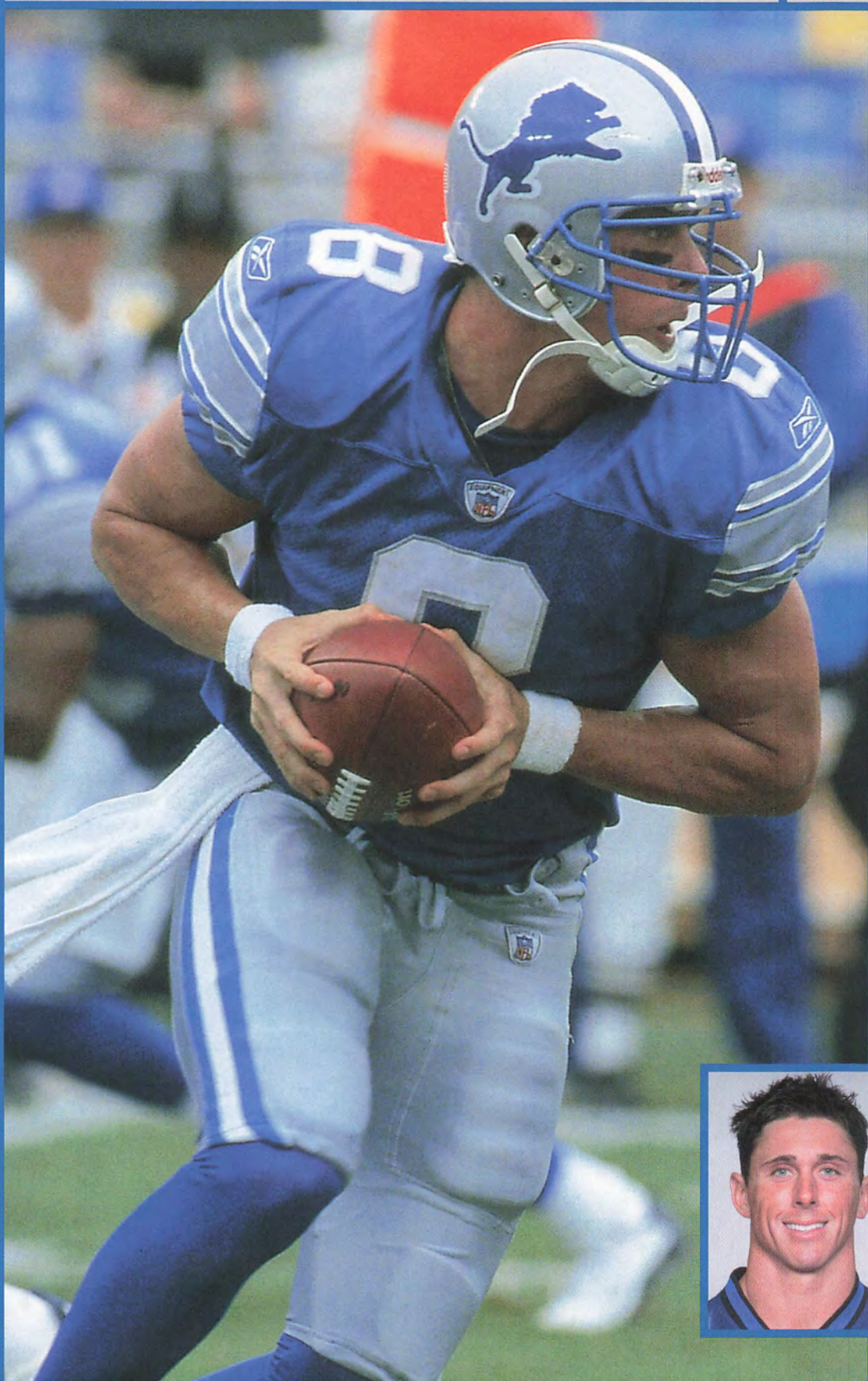
WEIGHT:
208

NFL EXPERIENCE:
3 years

BIRTHDATE:
2/8/79

COLLEGE:
Rutgers

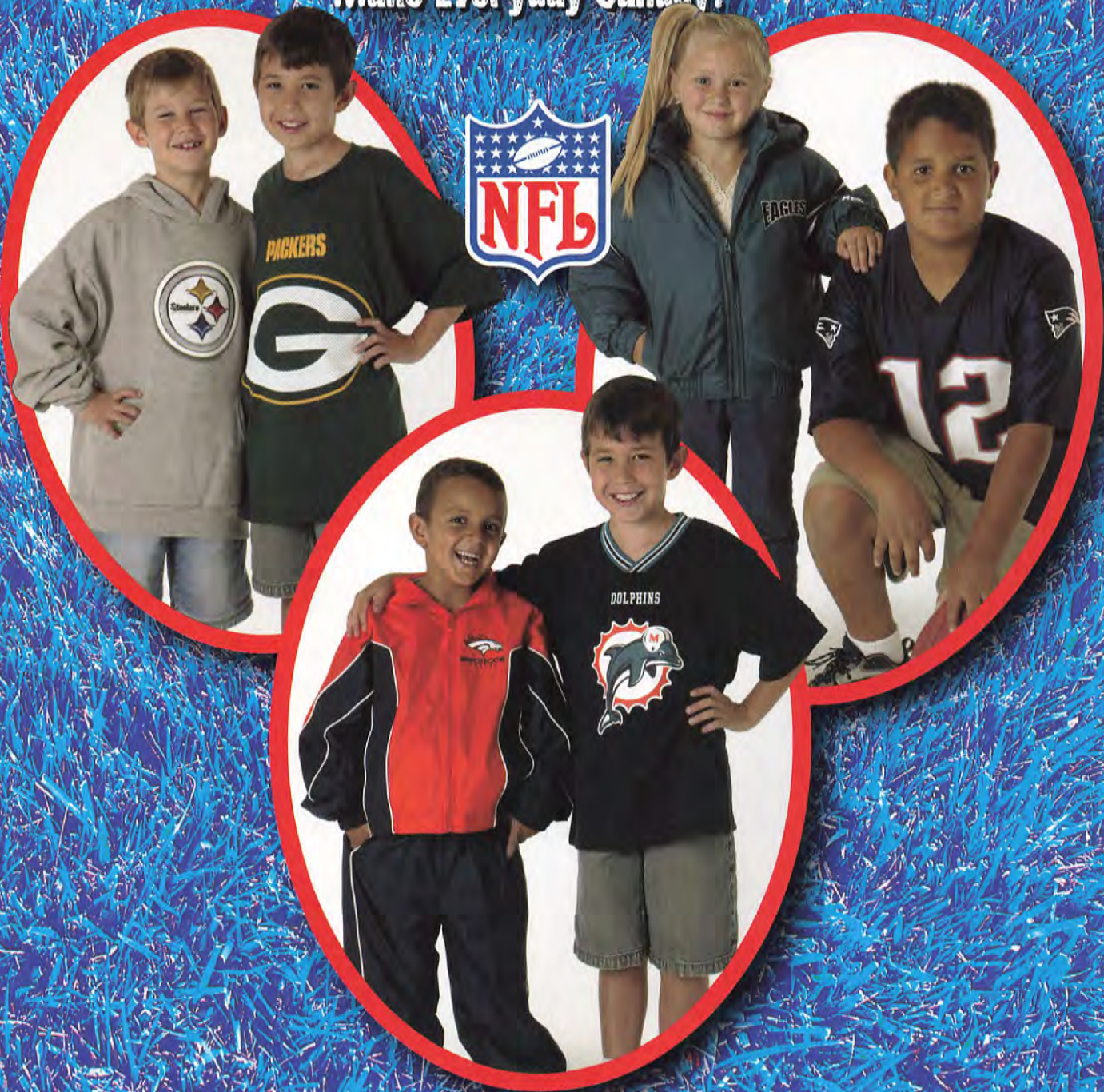
HOMETOWN:
Wexford, PA



Detroit Lions
86

Look Like a Pro

Skill can be developed over time... Attitude Starts Now
Make Everyday Sunday!



NFL gear can be found at **WAL★MART®**

82

MATT MURPHY

TIGHT END

●
HEIGHT:
6-5

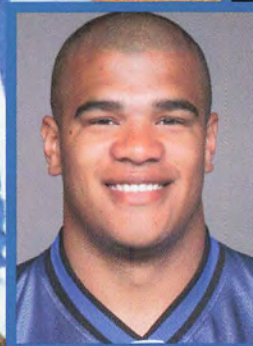
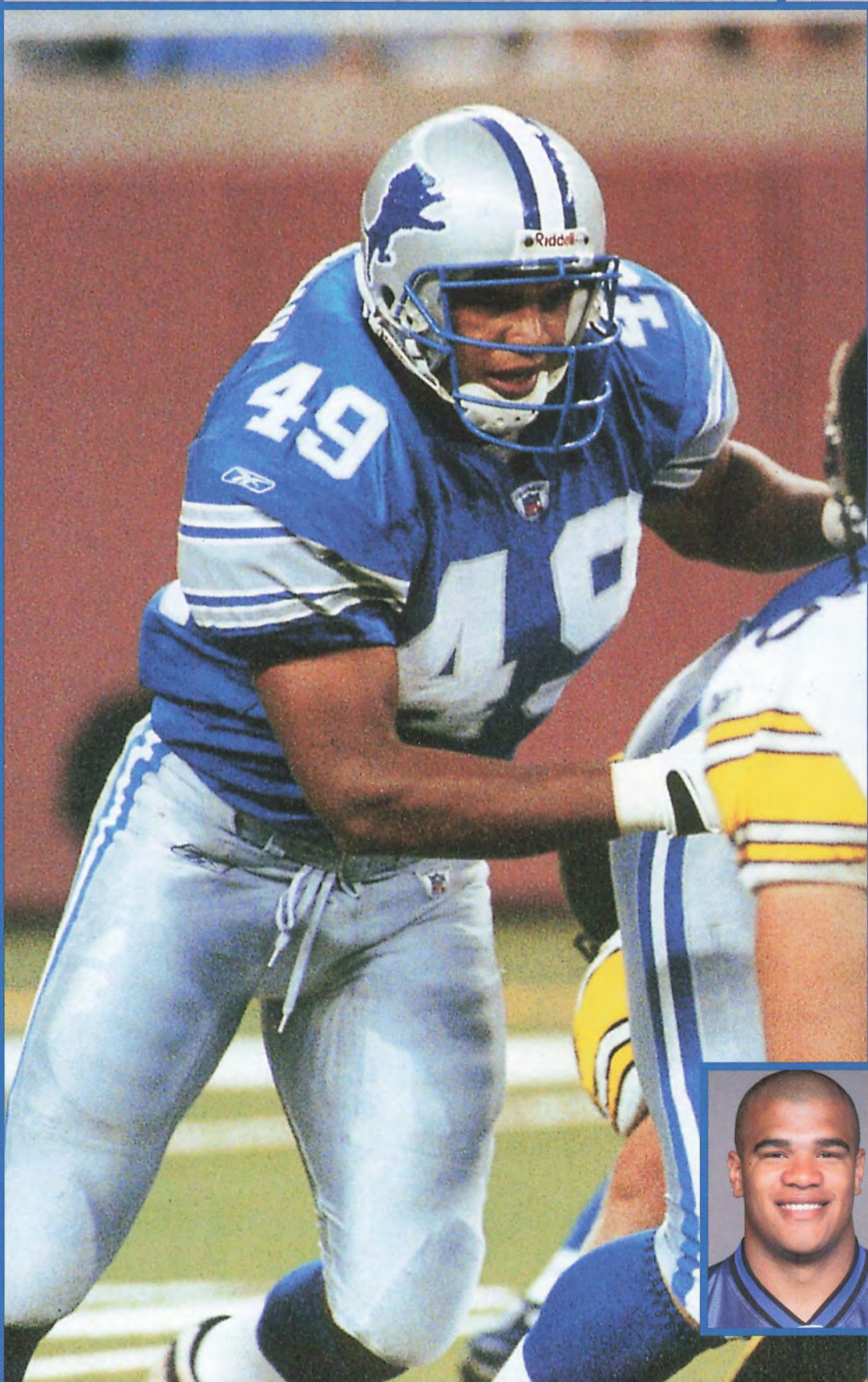
WEIGHT:
260

NFL EXPERIENCE:
2 years

BIRTHDATE:
2/23/80

COLLEGE:
Maryland

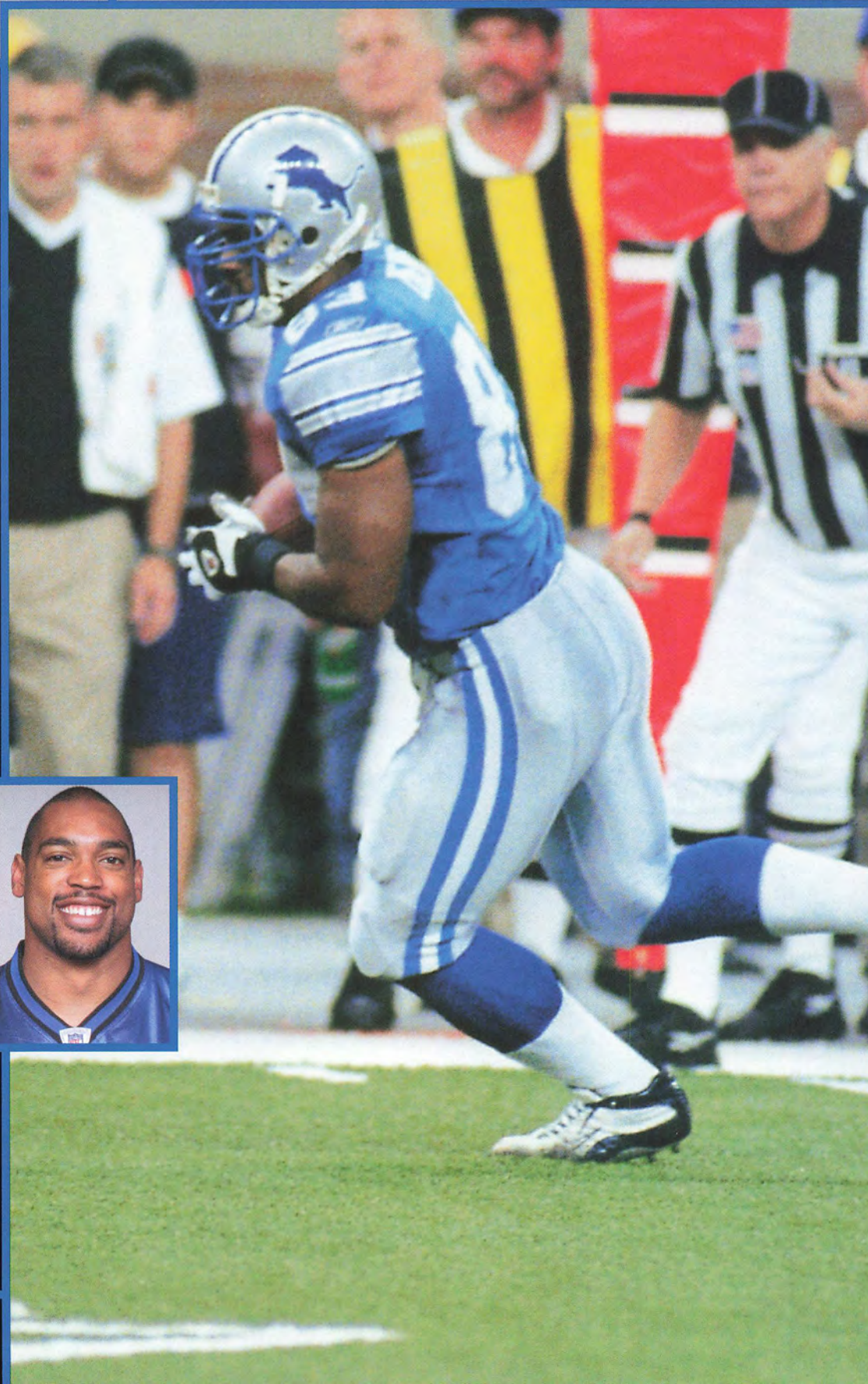
HOMETOWN:
New Haven, MI



Detroit Lions
88

JOHN OWENS

83



TIGHT END

HEIGHT:
6-3

WEIGHT:
266

NFL EXPERIENCE:
2 years

BIRTHDATE:
1/10/80

COLLEGE:
Notre Dame

HOMETOWN:
Washington, DC



Detroit Lions
89

91

ROBERT PORCHER

● DEFENSIVE END

HEIGHT:
6-3

WEIGHT:
266

NFL EXPERIENCE:
12 years

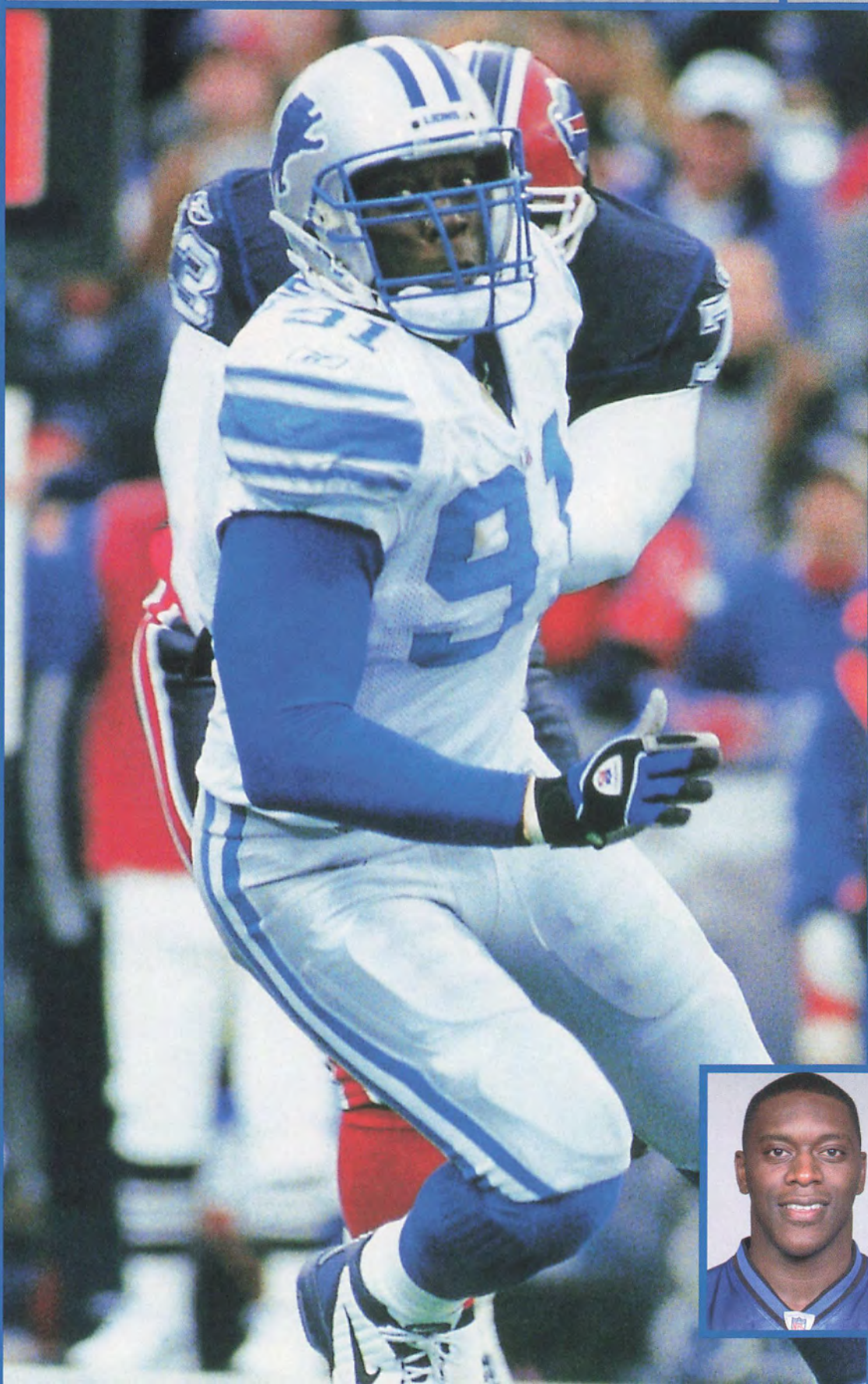
BIRTHDATE:
7/30/69

COLLEGE:
South Carolina
State

HOMETOWN:
Wando, SC



Detroit Lions
90



The average stadium seat is 18" wide.

The average fan is 20" wide.

Enjoy the next 3 hours.

Let NordicTrack.com help you fit in at the game.

It's time to get back into mid-season form. And NordicTrack makes it easier than ever. Step on the NordicTrack 7100R Treadmill just once and you'll never run on anything else again.

The secret is Reflex Deck™ technology. The precision arched Reflex treadmill deck actually works with you, flexing to absorb impact, then springing

back to shape—pushing you to your next step.

It's the world's first treadmill that feels like it's returning energy to your stride for a comfortable, effortless workout.

To find out more about the complete line of NordicTrack treadmills with Reflex Deck™ technology, log on to www.nordictrack.com or call toll-free 1-800-727-9777.



NordicTrack
REFLEX
DECK™

Find out more at
www.nordictrack.com
or call 1-800-727-9777.

93

KELVIN PRITCHETT

● DEFENSIVE TACKLE

HEIGHT:
6-3

WEIGHT:
322

NFL EXPERIENCE:
13 years

BIRTHDATE:
10/24/69

COLLEGE:
Mississippi

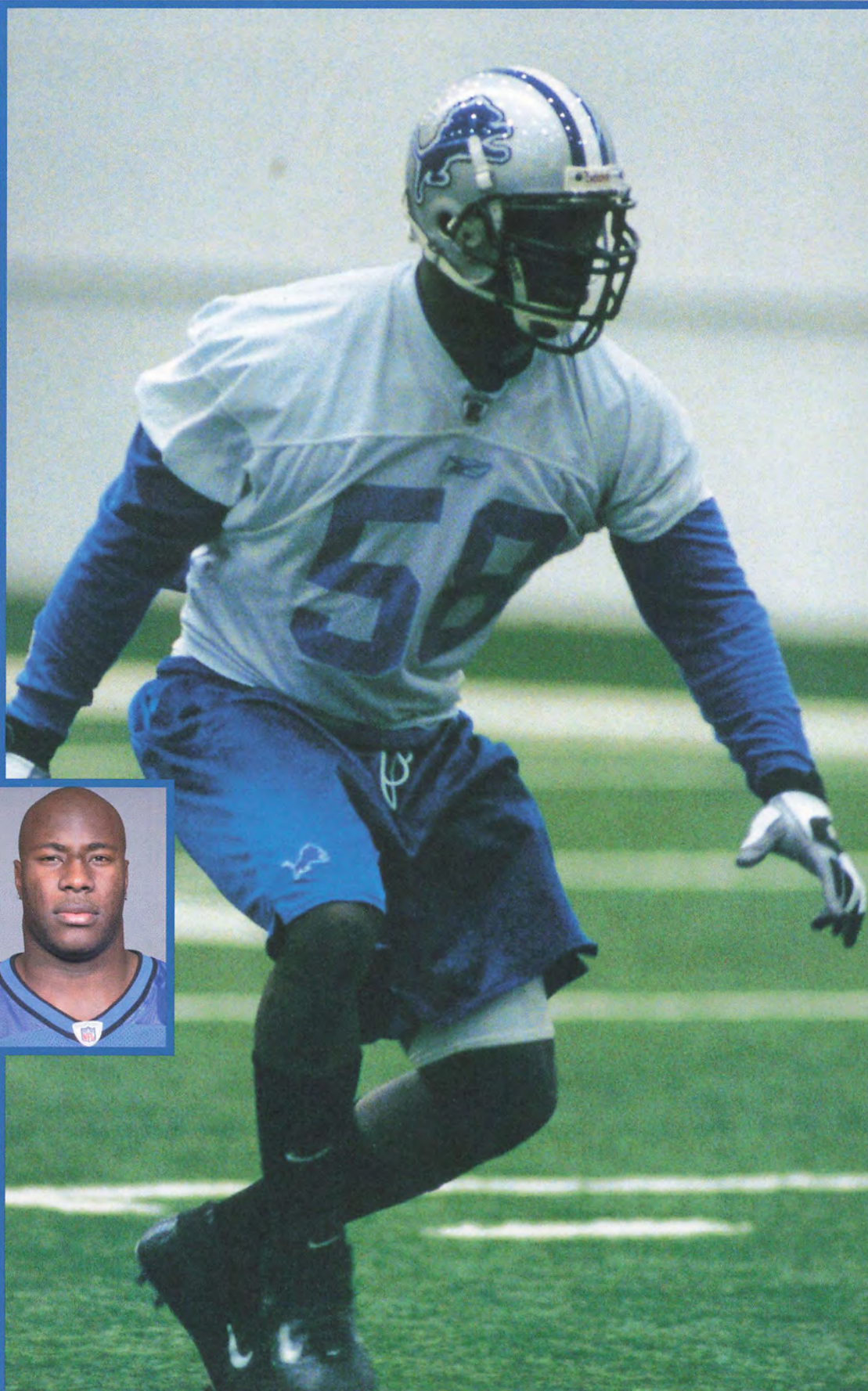
HOMETOWN:
Atlanta, GA



Detroit Lions
92

WALI RAINER

58



LINEBACKER

HEIGHT:
6-2

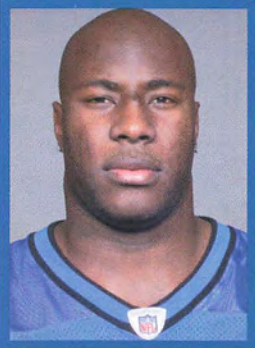
WEIGHT:
247

NFL EXPERIENCE:
5 years

BIRTHDATE:
4/19/77

COLLEGE:
Virginia

HOMETOWN:
Rockingham, NC



Detroit Lions
93

51

DOMINIC RAIOLA

C E N T E R

●
HEIGHT:
6-1

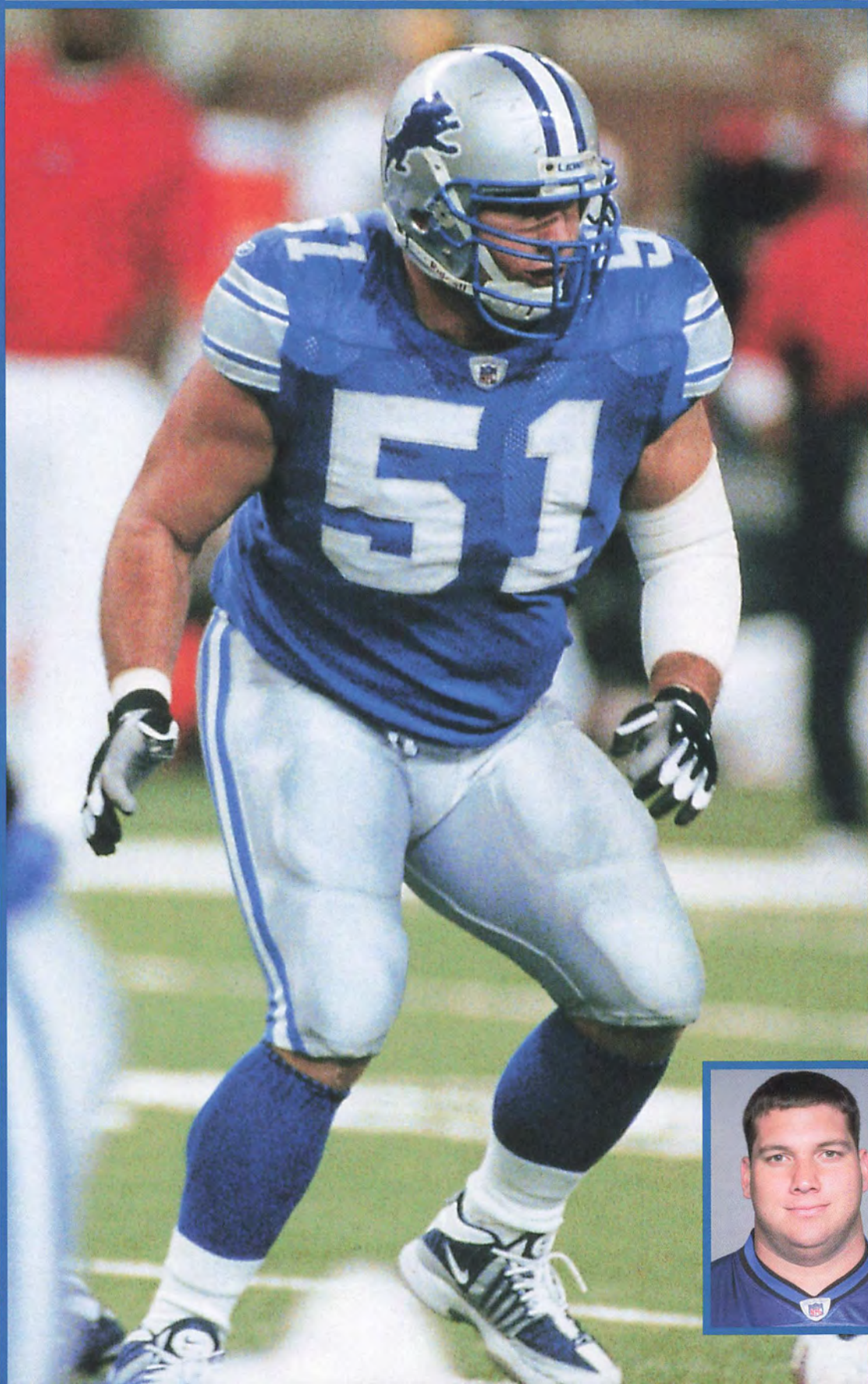
WEIGHT:
295

NFL EXPERIENCE:
3 years

BIRTHDATE:
12/30/78

COLLEGE:
Nebraska

HOMETOWN:
Honolulu, HI



Detroit Lions
94

tyco / Fire & Security



SYSTEMS •

SOLUTIONS •

SERVICE •

CONFIDENCE •

Fire

Safety

Theft

Workplace Violence

Information Loss

Employee Backgrounds

Surveillance

Access Control

Risk Liability

Bio-Terrorism

Unspecified Threats

ARE YOU STILL RELYING ON TRADITIONAL SECURITY?

The world has changed. As security professionals, we now have to be prepared for anything, including the unspecified and the unthinkable. It's an enormous responsibility, but one that doesn't have to be yours alone. We understand how your job is more important now than ever before, and we want to help. Let us get to know your business and your concerns. Then we'll draw from the broadest range of products and experience available, including the latest in digital video and access control. All to create a solution that meets the unique security needs of your company. Getting in touch is easy. Just call us at **1-248-583-2400** or visit ADT.com. And when everybody looks to you for peace of mind, look to us. **ADT. Always there.**

86

MIKHAEL RICKS

TIGHT END

●
HEIGHT:
6-5

WEIGHT:
260

NFL EXPERIENCE:
6 years

BIRTHDATE:
11/14/74

COLLEGE:
Stephen F.
Austin

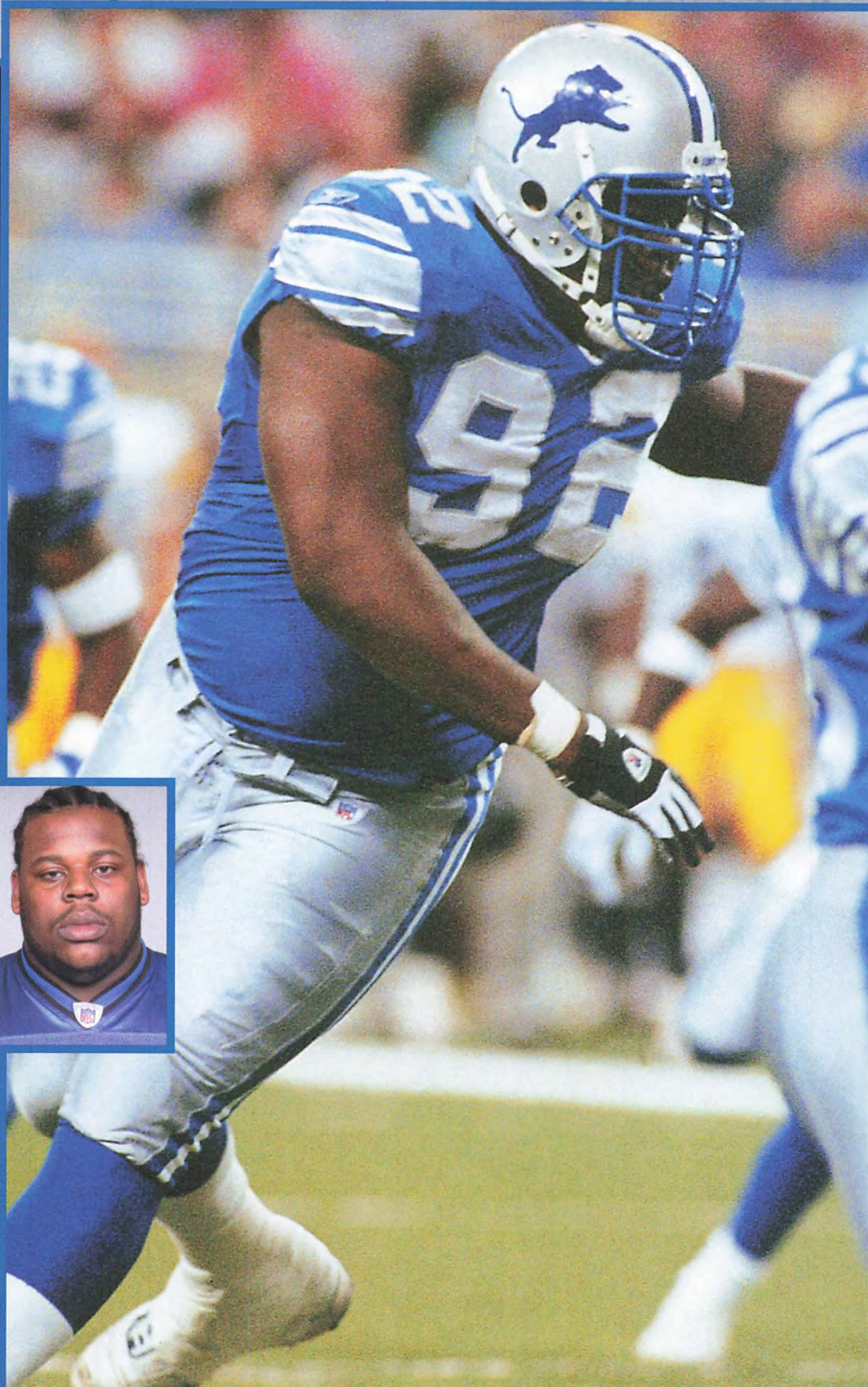
HOMETOWN:
Anahuac, TX



Detroit Lions
96

SHAUN ROGERS

92



DEFENSIVE TACKLE



HEIGHT:
6-4

WEIGHT:
357

NFL EXPERIENCE:
3 years

BIRTHDATE:
3/12/79

COLLEGE:
Texas

HOMETOWN:
LaPorte, TX



Detroit Lions
97

71

VICTOR ROGERS

TACKLE

●
HEIGHT:
6-6

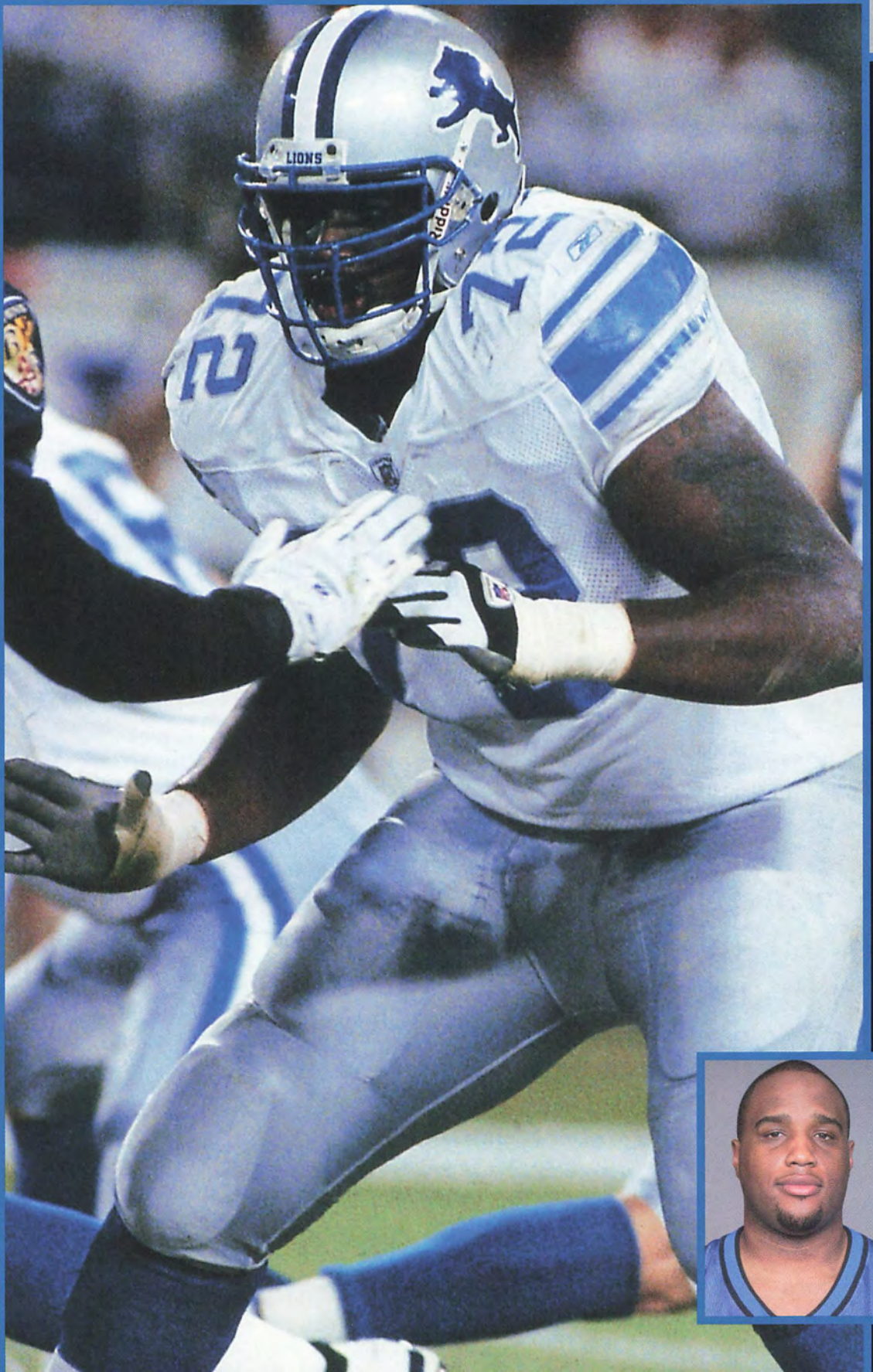
WEIGHT:
331

NFL EXPERIENCE:
2 years

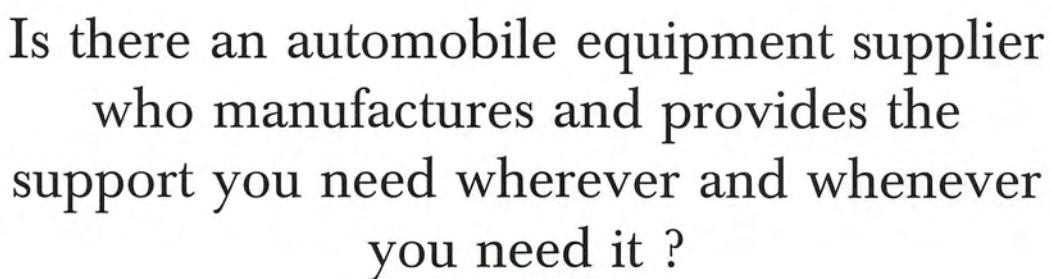
BIRTHDATE:
11/10/78

COLLEGE:
Colorado

HOMETOWN:
Federal Way, WA



Detroit Lions
98



Is there an automobile equipment supplier
who manufactures and provides the
support you need wherever and whenever
you need it ?

Yes

Bosch is your local partner – world-wide.

Bosch. We bring innovation



BOSCH

30

CORY SCHLESINGER

F U L L B A C K



HEIGHT:
6-0

WEIGHT:
247

NFL EXPERIENCE:
9 years

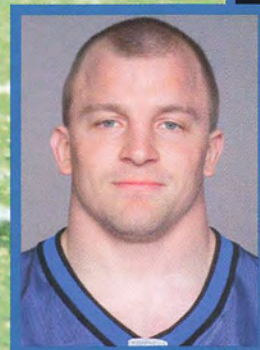
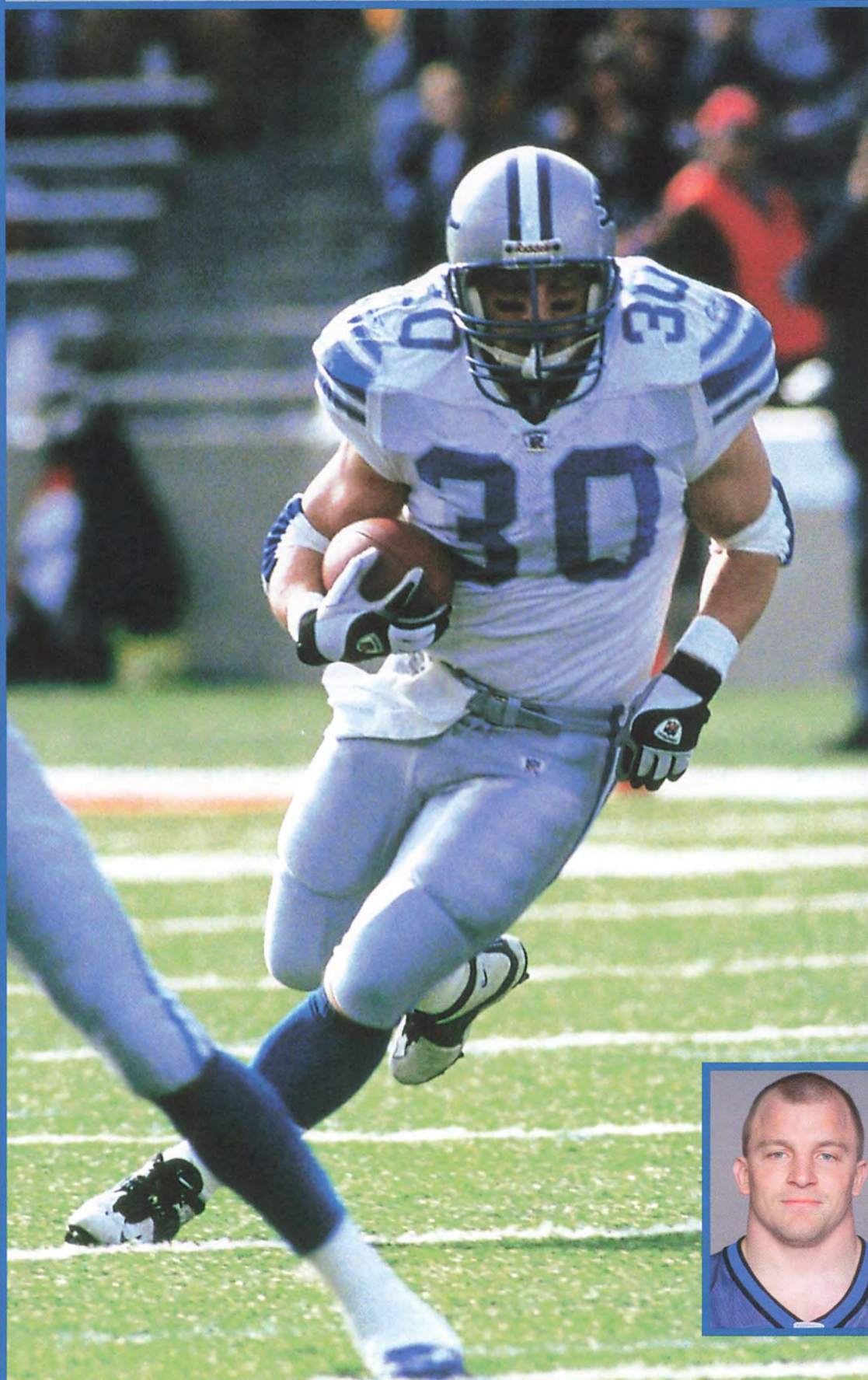
BIRTHDATE:
6/23/72

COLLEGE:
Nebraska

HOMETOWN:
Duncan, NE



Detroit Lions
100



BILL SCHROEDER

84

WIDE RECEIVER •

HEIGHT:
6-3

WEIGHT:
200

NFL EXPERIENCE:
8 years

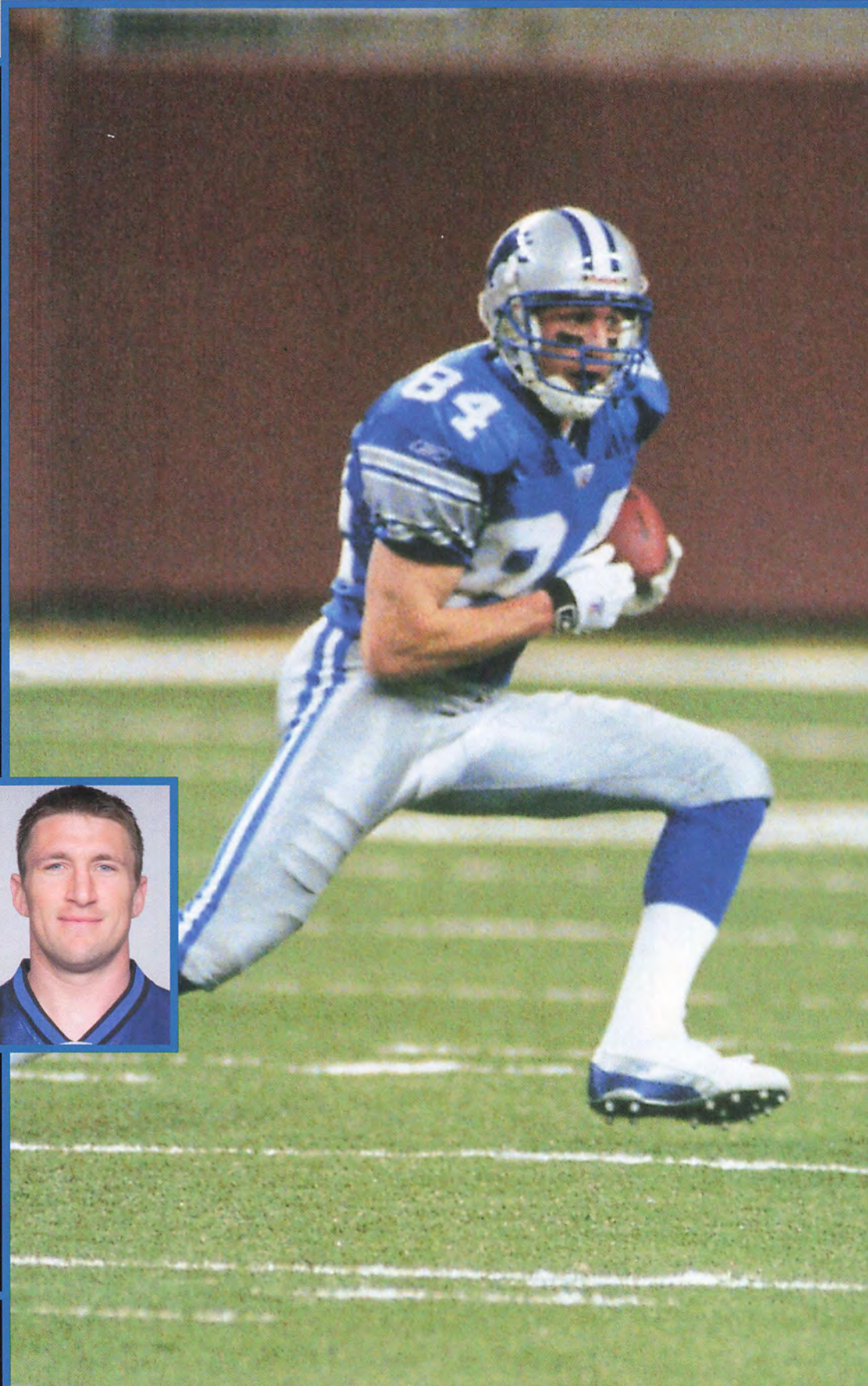
BIRTHDATE:
1/9/71

COLLEGE:
Wisconsin-
LaCrosse

HOMETOWN:
Sheboygan, WI



Detroit Lions
101



62

TONY SEMPLÉ

G U A R D

●
HEIGHT:
6-4

WEIGHT:
305

NFL EXPERIENCE:
10 years

BIRTHDATE:
12/20/70

COLLEGE:
Memphis

HOMETOWN:
Lincoln, IL

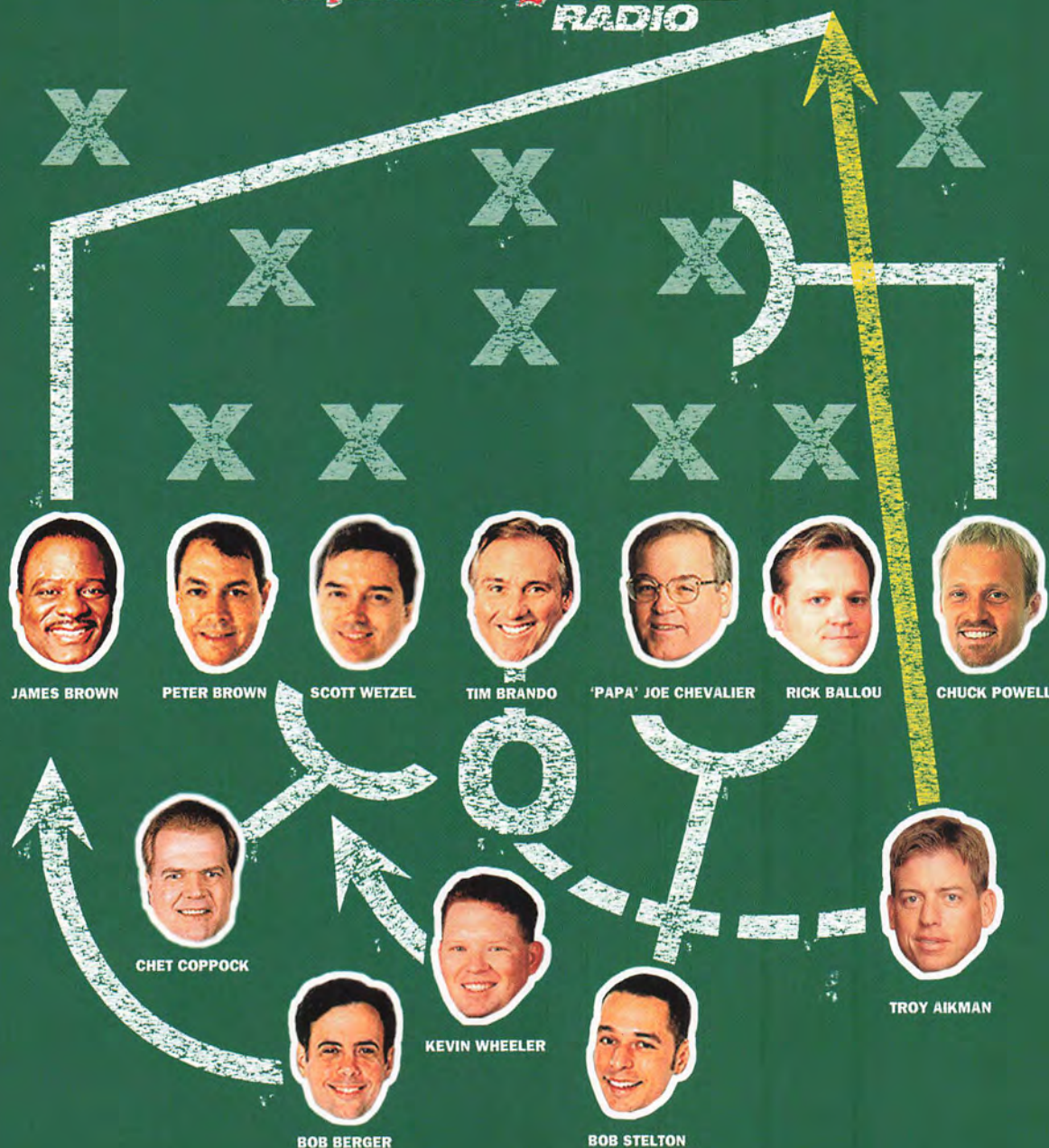


Detroit Lions
102



THE EXPERTS' CHOICE THIS FOOTBALL SEASON

SportingNews
RADIO



Listen on the Sporting News Radio affiliate nearest you
or online at radio.sportingnews.com

SportingNews
MAGAZINE

SportingNews
.COM

SportingNews
BOOKS

33

LUKE STALEY

● RUNNING BACK

HEIGHT:
6-1

WEIGHT:
227

NFL EXPERIENCE:
2 years

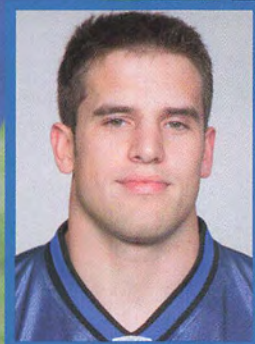
BIRTHDATE:
9/16/80

COLLEGE:
Brigham
Young

HOMETOWN:
Tualatin, OR

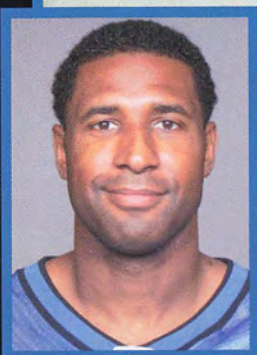
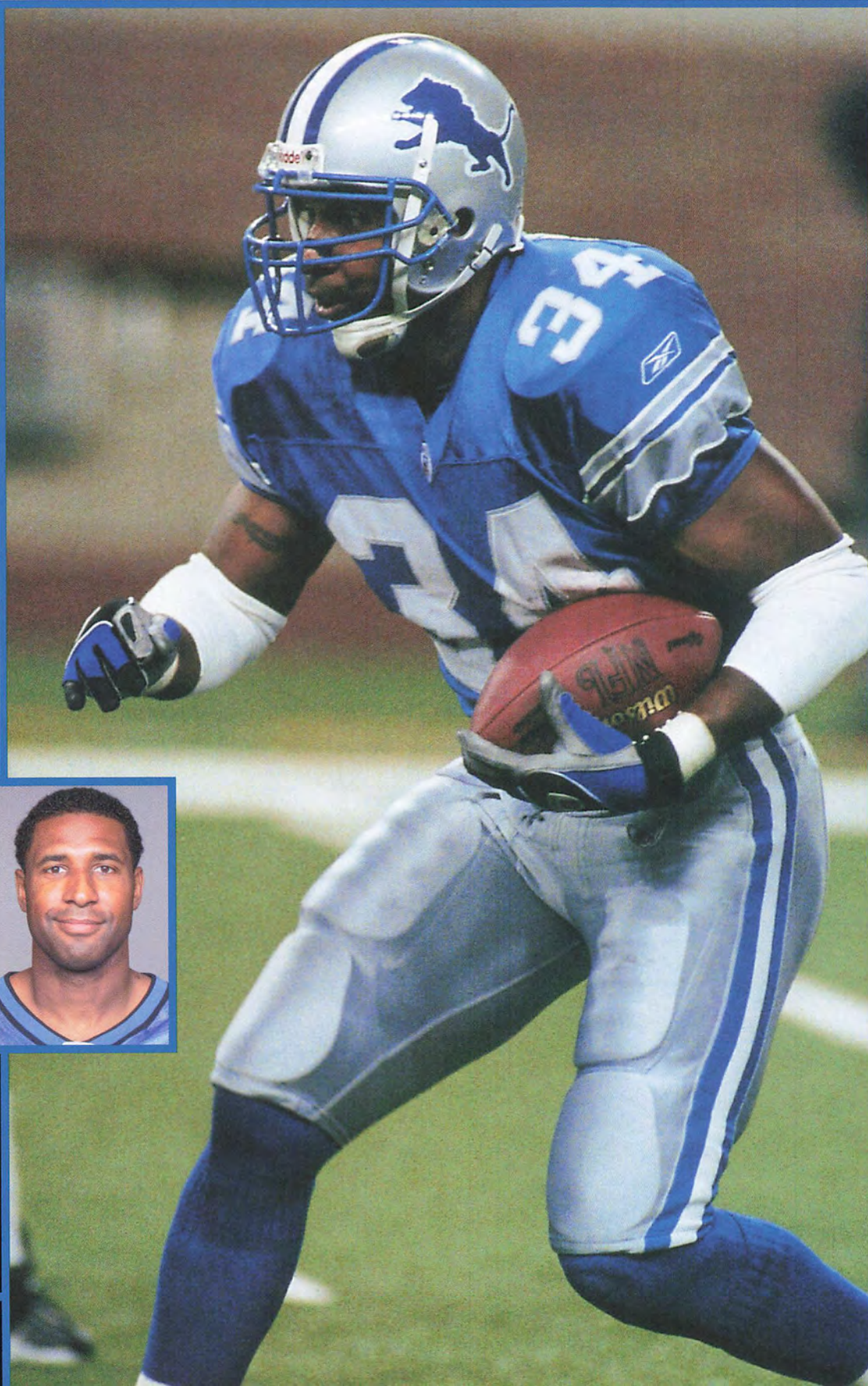


Detroit Lions
104



JAMES STEWART

34



R U N N I N G B A C K ●

HEIGHT:
6-3

WEIGHT:
224

NFL EXPERIENCE:
9 years

BIRTHDATE:
12/27/71

COLLEGE:
Tennessee

HOMETOWN:
Morristown, TN



Detroit Lions
105

90

JOHNATHAN TAYLOR

● DEFENSIVE END

HEIGHT:
6-3

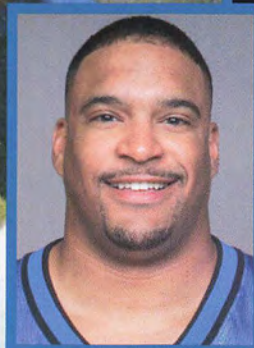
WEIGHT:
260

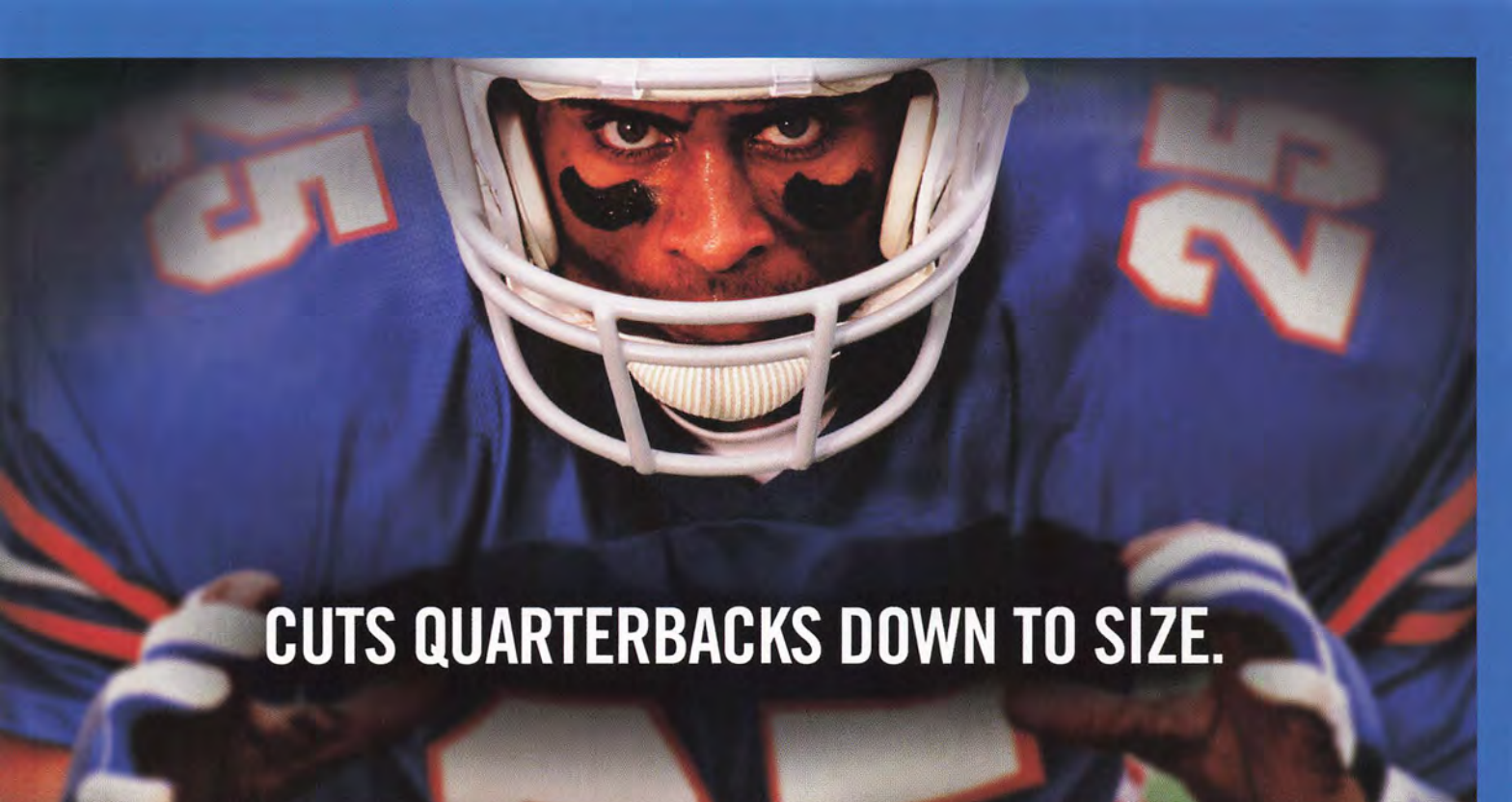
NFL EXPERIENCE:
2 years

BIRTHDATE:
8/29/79

COLLEGE:
Montana State

HOMETOWN:
Denver, CO





CUTS QUARTERBACKS DOWN TO SIZE.



CUTS YARD WORK DOWN TO SIZE.

With precision engineering and rock-solid construction, you'll have the power to tackle any outdoor job.

Cub Cadet
Engineered for people who know better.™

VISIT WWW.CUBCADET.COM FOR A DEALER NEAR YOU.

Carleton
Farm Supply
11850 Grafton Road
Carleton
(734) 654-2638

All Season's
Landscaping
8124 Belleville Road
Belleville
(734) 697-1377

T.J.'s Lawn
Equipment Center
284 Six Mile Road
Whitmore Lake
(734) 449-9900

Atherton Road Sales
6468 E. Atherton Road
Burton
(810) 743-7776

Darling's Beltline
3203 Lapeer Road
Port Huron
(810) 987-9555

Hellebuyck's Power
Equipment Center
52881 Van Dyke
Shelby Twp.
(586) 739-9620

Peter's True Value
Hardware
3455 W. Highland Road
Milford
(248) 887-7795

Townline Sales—Flint
66031 N. Clio Road
Flint
(810) 787-0057

36

STEPHEN TREJO

FULLBACK

●
HEIGHT:
6-2

WEIGHT:
254

NFL EXPERIENCE:
3 years

BIRTHDATE:
11/20/77

COLLEGE:
Arizona State

HOMETOWN:
Casa Grande, AZ



Detroit Lions
108

BRACY WALKER

28

S A F E E T Y

●
HEIGHT:
6-0

WEIGHT:
210

NFL EXPERIENCE:
10 years

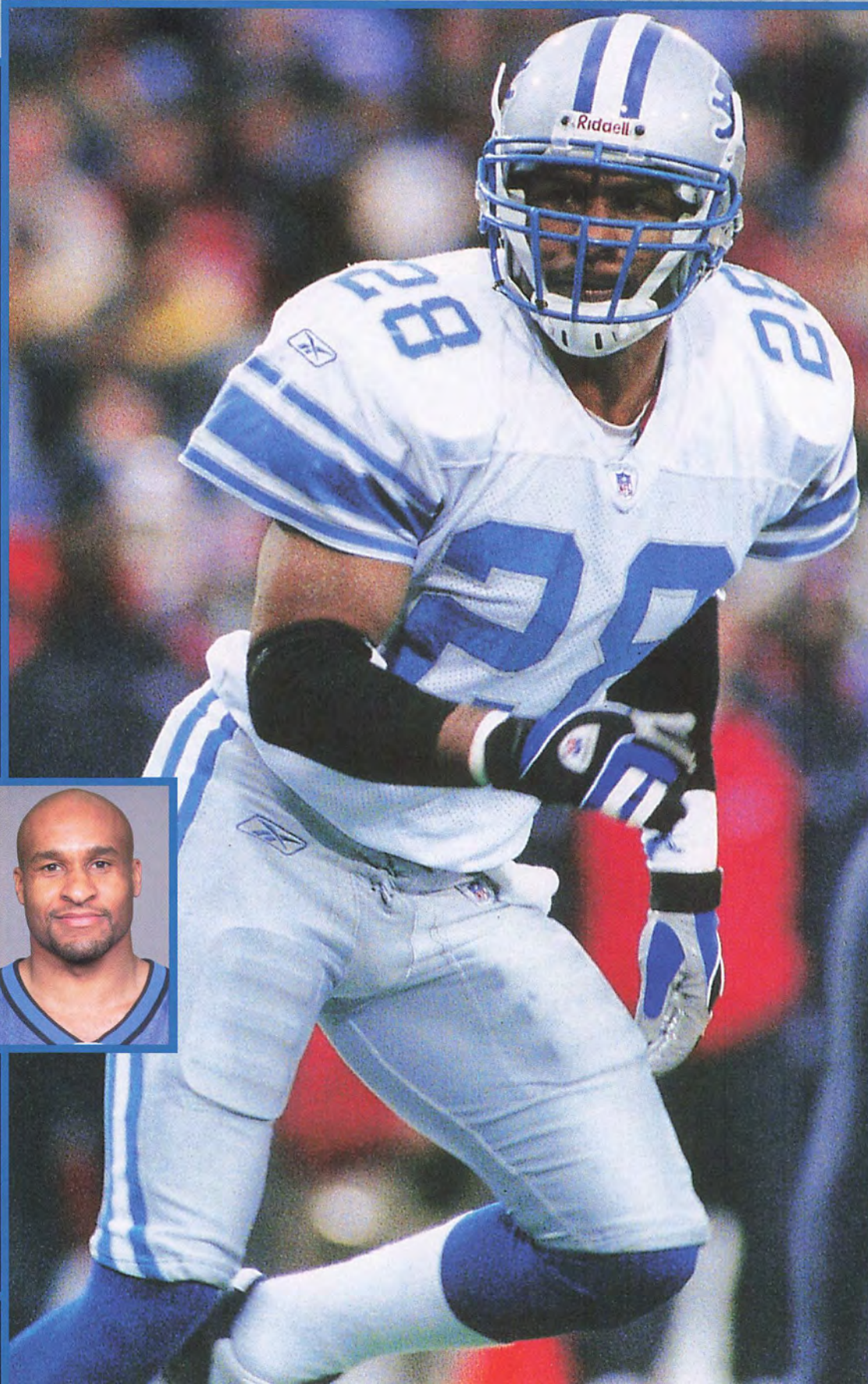
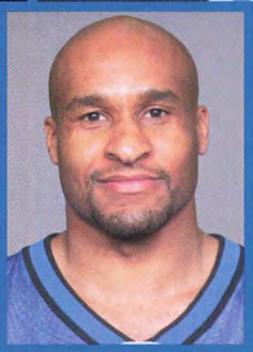
BIRTHDATE:
10/28/70

COLLEGE:
North Carolina

HOMETOWN:
Lake Villa, IL



Detroit Lions
109



45

BRIAN WALKER

S A F E T Y

●
HEIGHT:
6-1

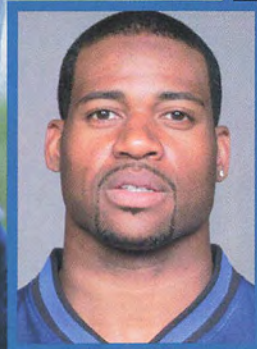
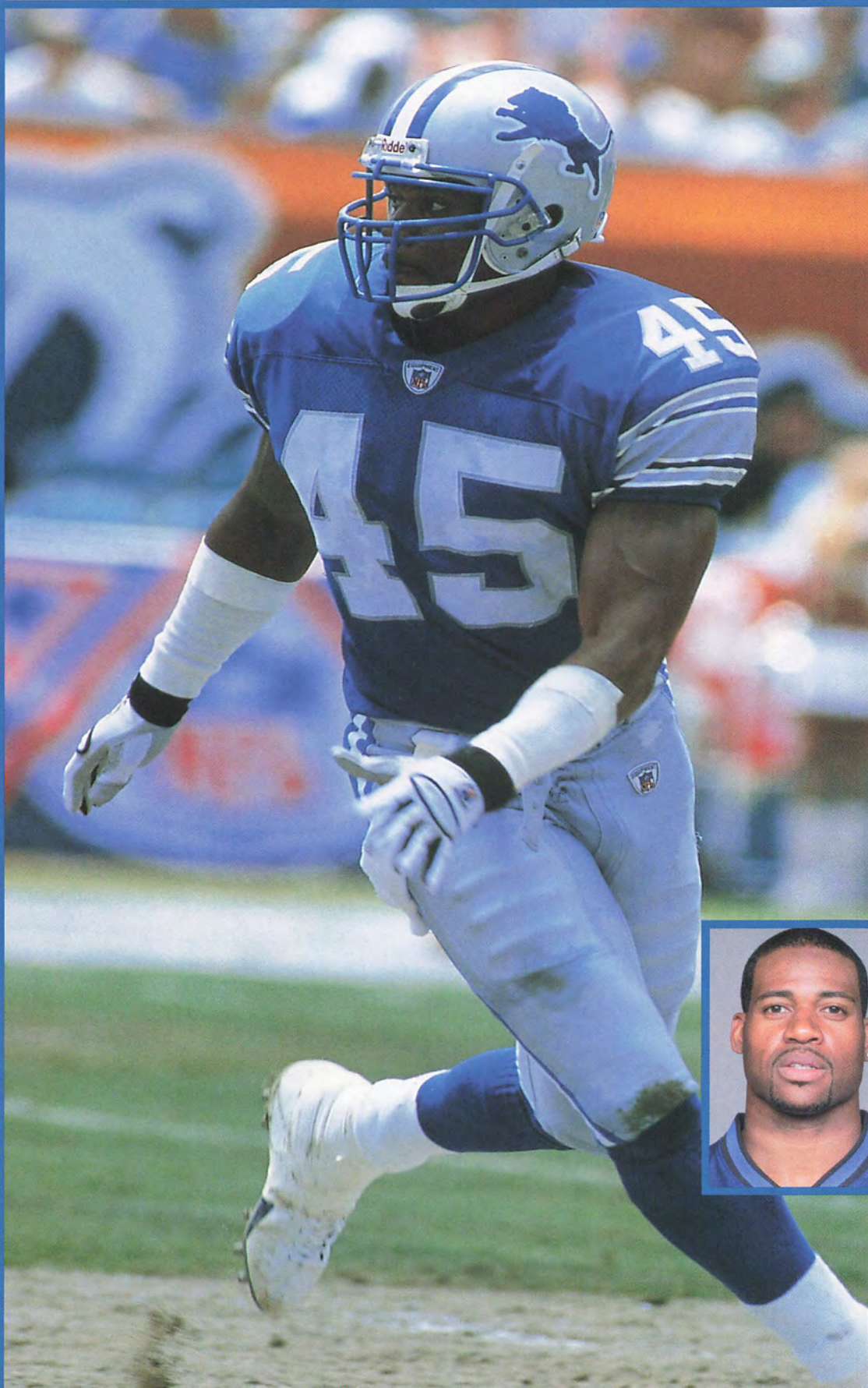
WEIGHT:
203

NFL EXPERIENCE:
8 years

BIRTHDATE:
5/31/72

COLLEGE:
Washington
State

HOMETOWN:
Widefield, CO



Detroit Lions
110



Don't just watch football. Live it.



Play Fantasy Football and get into the game!

When you play Fantasy Football on CBS SportsLine.com, you draft a team of the best players from around the league and watch them rack up points as the action happens with up-to-the-minute LIVE scoring.

Suddenly, it's all important to you - Every play, every game, every week. Your Sundays will never be the same again.



Save 10% when you purchase any CBS SportsLine.com
Fantasy Football game online

Enter promo code: YEARBOOK at the time of purchase.

Cannot be combined with any other offers or discounts. Expires 11/31/03.

football.sportsline.com

CBS SportsLine.com



New for 2003!

Prepaid Fantasy Sports cards available at:



and other fine retailers.



40

CHRIS WATSON

CORNERBACK

HEIGHT:
6-1

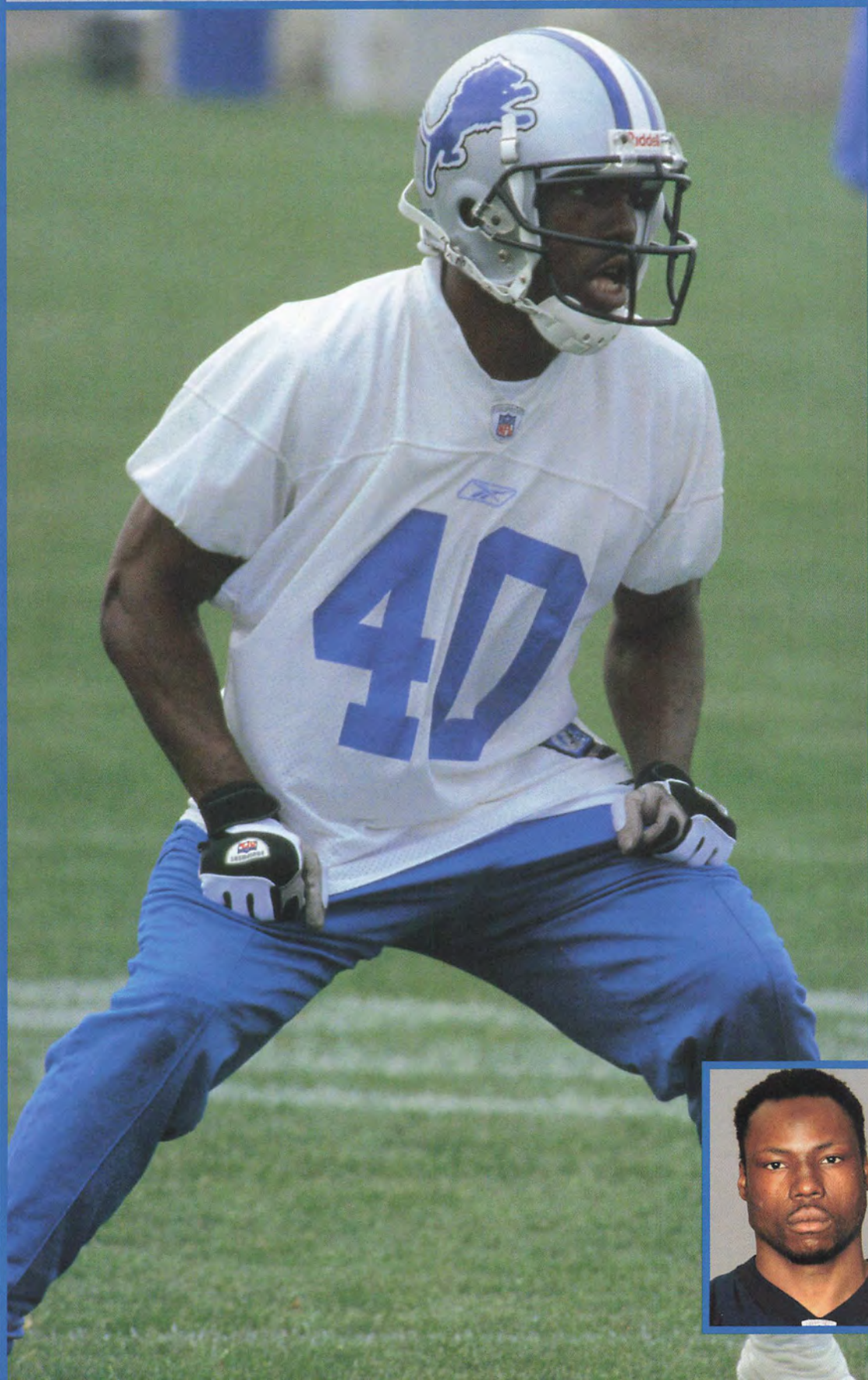
WEIGHT:
188

NFL EXPERIENCE:
5 years

BIRTHDATE:
6/30/77

COLLEGE:
**Eastern
Illinois**

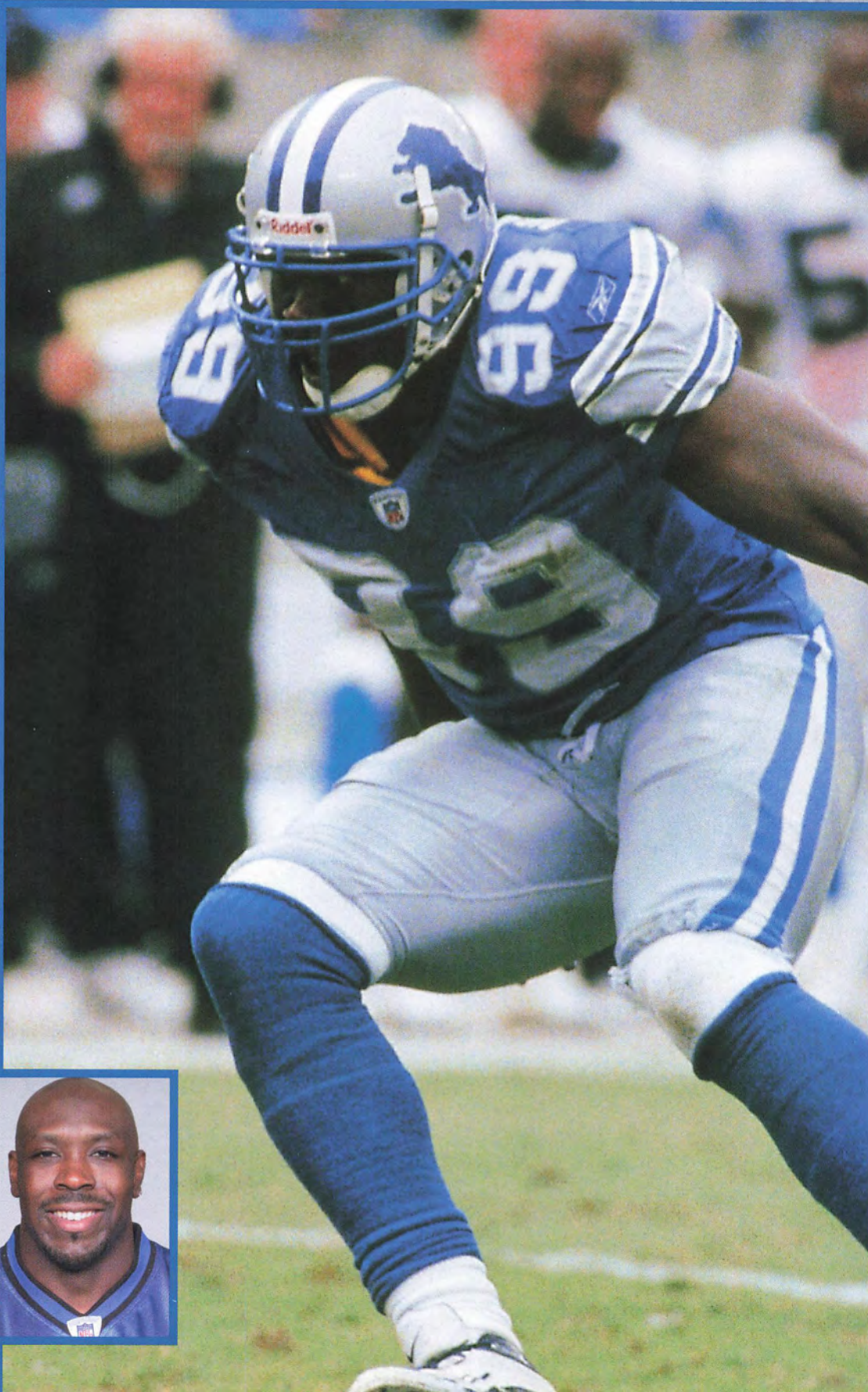
HOMETOWN:
Chicago, IL



Detroit Lions
112

BRIAN WILLIAMS

99



L I N E B A C K E R



HEIGHT:
6-1

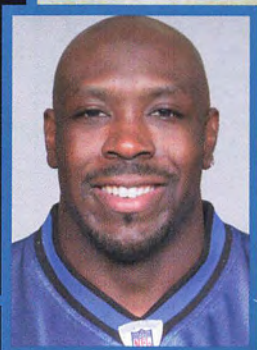
WEIGHT:
243

NFL EXPERIENCE:
9 years

BIRTHDATE:
12/17/72

COLLEGE:
**Southern
California**

HOMETOWN:
Dallas, TX



Detroit Lions
113

27

JIMMY WYRICK

● CORNERBACK

HEIGHT:
5-9

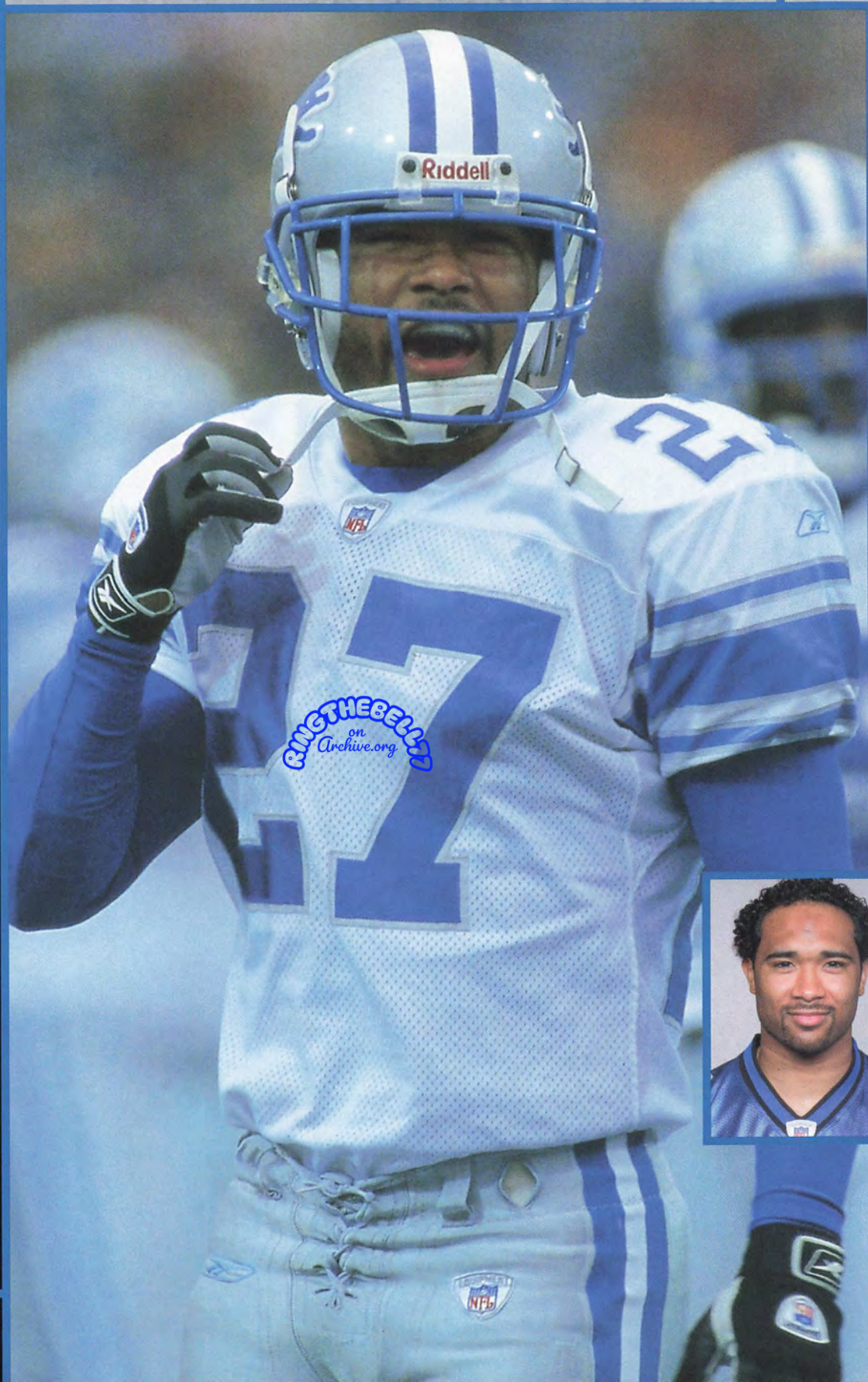
WEIGHT:
176

NFL EXPERIENCE:
4 years

BIRTHDATE:
12/31/76

COLLEGE:
Minnesota

HOMETOWN:
DeSoto, TX



Detroit Lions
114



THE POWER TO STAY IN THE GAME PLAY AFTER PLAY



Available at your local **ACO HARDWARE** Store.

©2003 Energizer
Eveready Gold, Energizer MAX, e2, Energizer
Bunny and other marks are trademarks of
Eveready Battery Company, Inc.

Visit www.acohardware.com for Your Link To Savings!
FOR NEAREST ACO LOCATION, CALL 1-800-ASK-ACCO
(275-4226)

80

CHARLES ROGERS

WIDE RECEIVER

HEIGHT:
6-2

WEIGHT:
202

NFL EXPERIENCE:
R

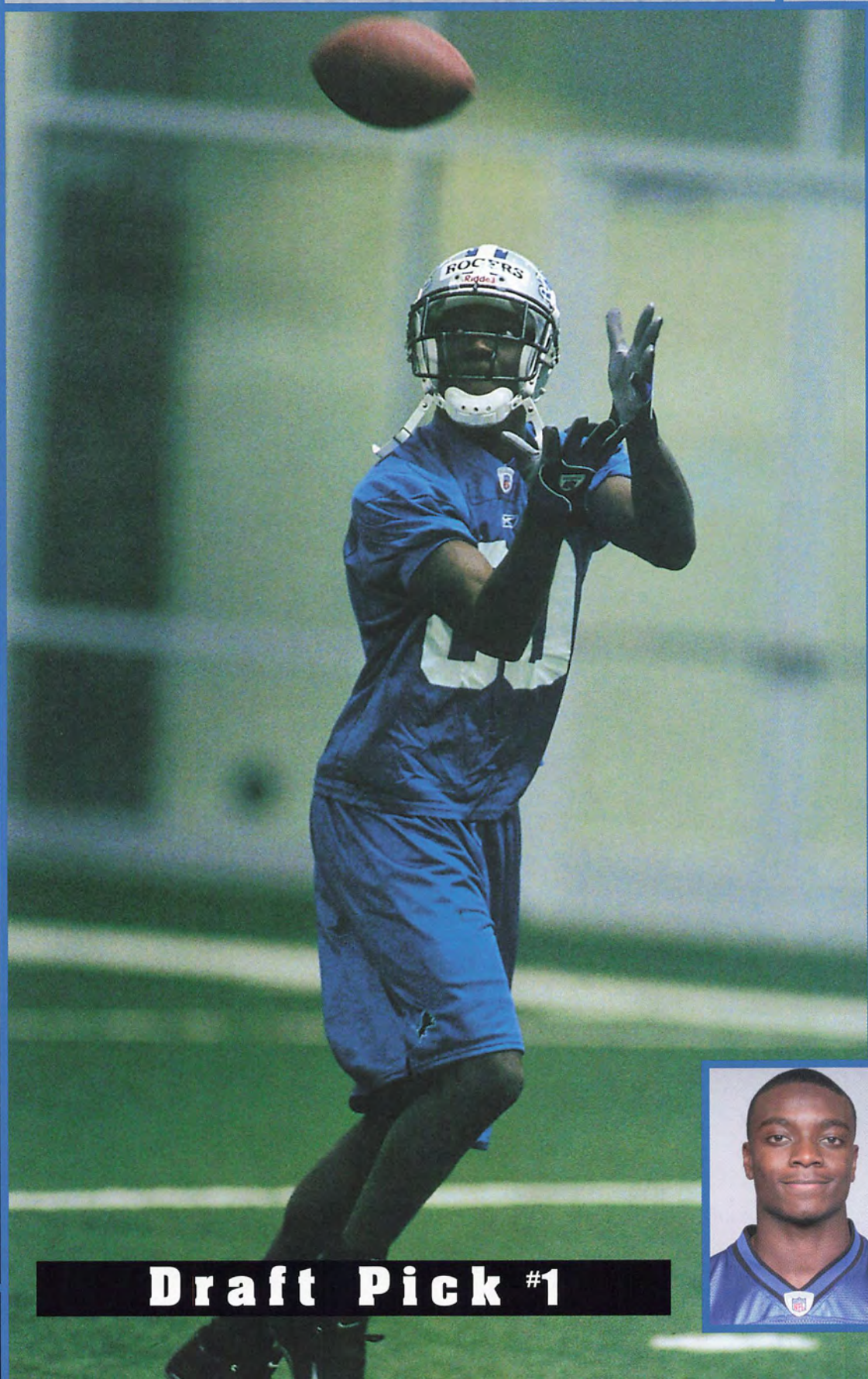
BIRTHDATE:
5/23/81

COLLEGE:
Michigan
State

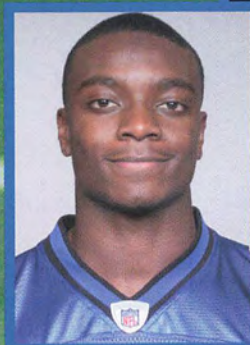
HOMETOWN:
Saginaw, MI



Detroit Lions
116



Draft Pick #1



BOSS BAILEY

97

LINEBACKER



HEIGHT:
6-3

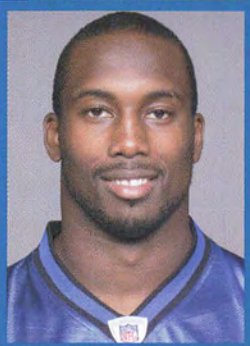
WEIGHT:
233

NFL EXPERIENCE:
R

BIRTHDATE:
10/14/79

COLLEGE:
Georgia

HOMETOWN:
Folkston, GA



Draft Pick #2



Detroit Lions
117

78

CORY REDDING

• DEFENSIVE END

HEIGHT:
6-4

WEIGHT:
285

NFL EXPERIENCE:
R

BIRTHDATE:
11/15/80

COLLEGE:
Texas

HOMETOWN:
Austin, TX



Draft Pick #3



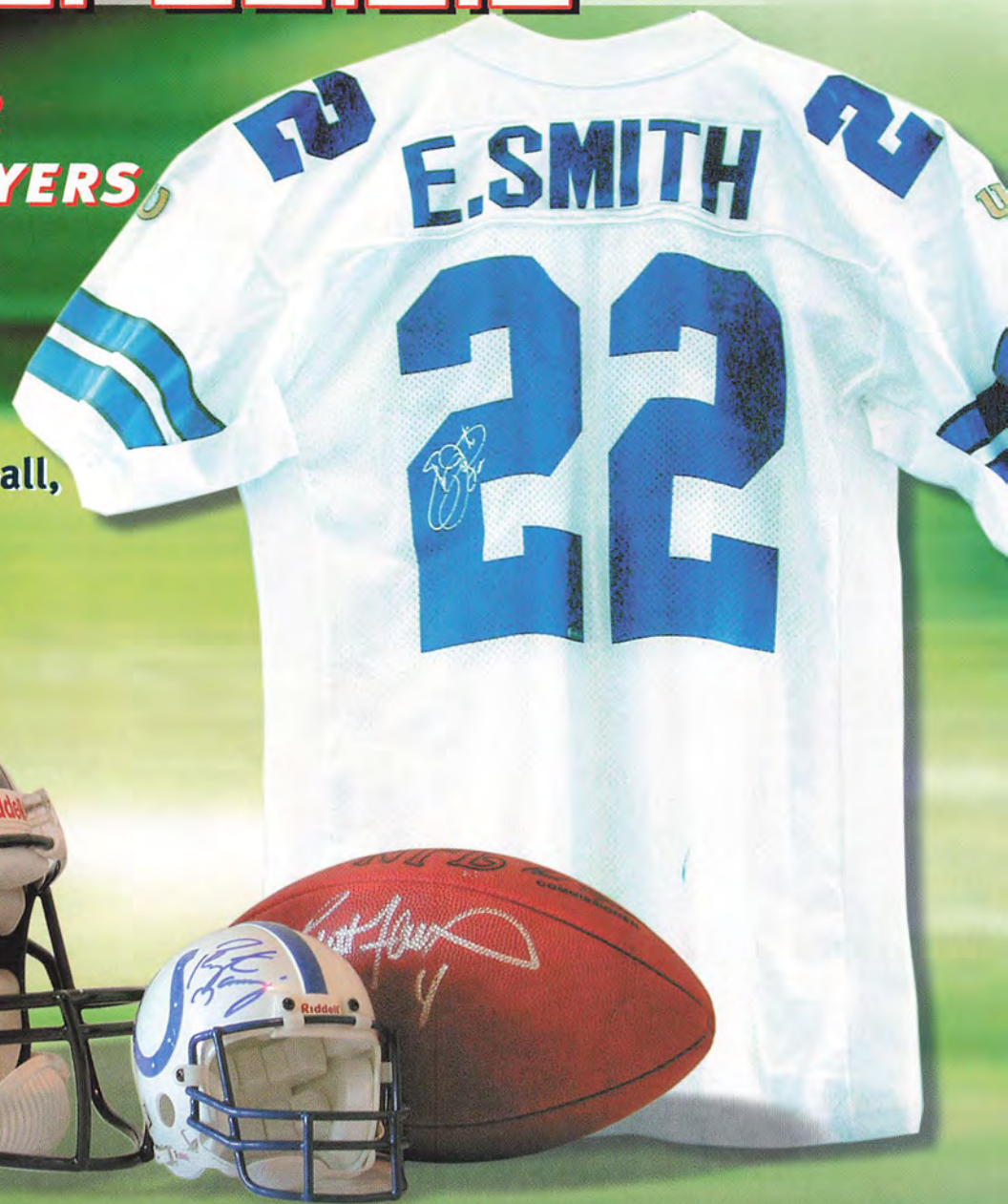
Detroit Lions
118

FOOTBALL memorabilia

Great Gift Idea!

***COLLECT YOUR
FAVORITE PLAYERS***

- Certificate of Authenticity Included
- Also Available - Baseball, Basketball & Hockey
- Free Ground Shipping



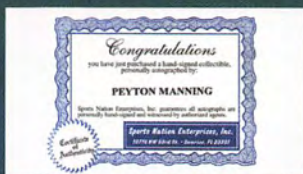
www.Autographslimited.com

Email: sales@autographslimited.com



Credit Cards Accepted

G Associates Inc.



Certificate of Authenticity



Case included with balls & helmets

21

ARTOSE PINNER

RUNNING BACK

HEIGHT:
5-9

WEIGHT:
229

NFL EXPERIENCE:
R

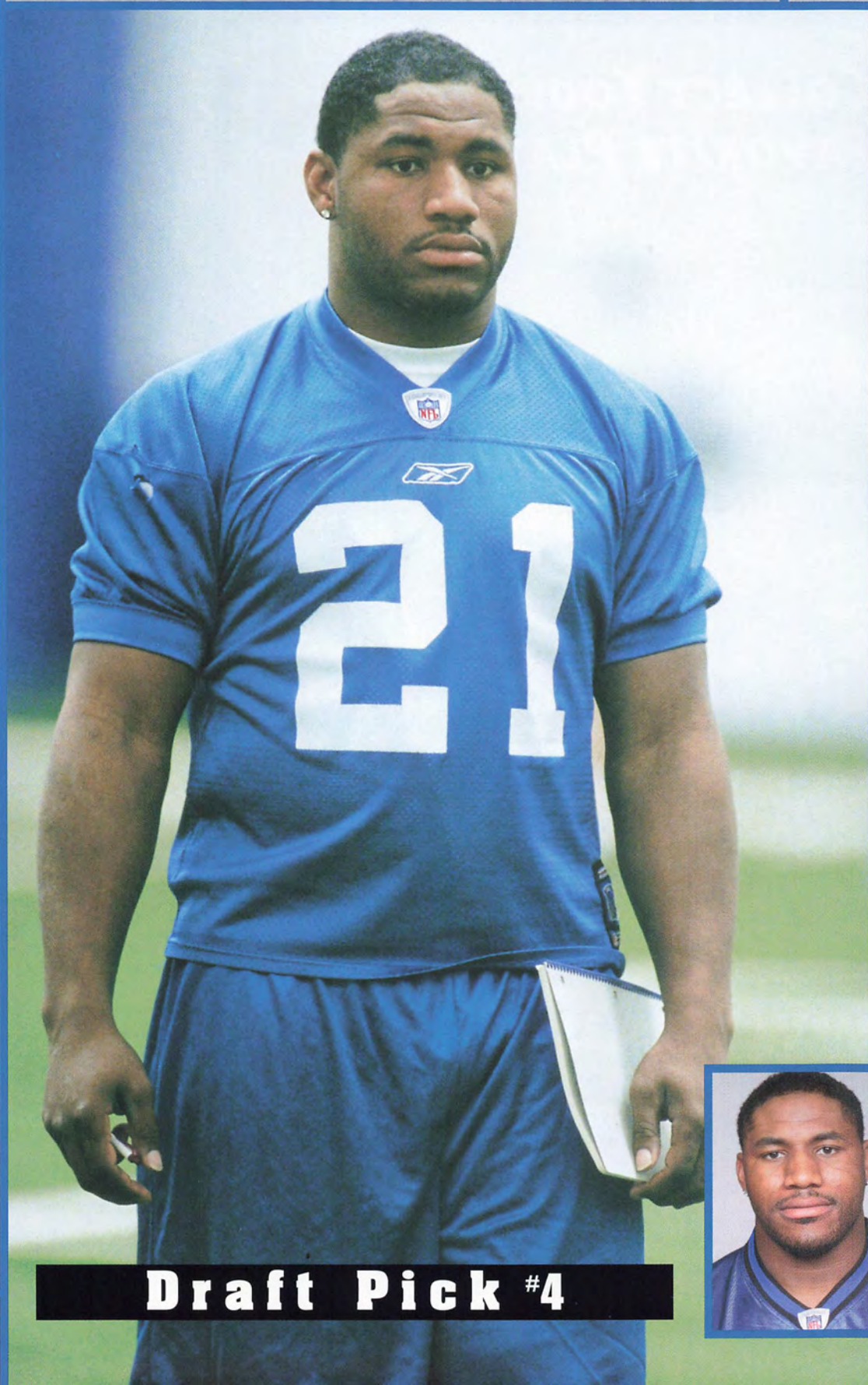
BIRTHDATE:
1/5/78

COLLEGE:
Kentucky

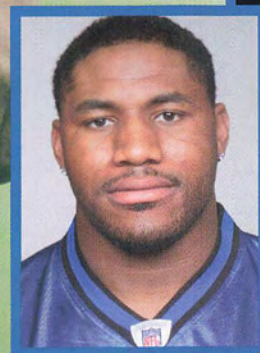
HOMETOWN:
**Hopkinsville,
KY**



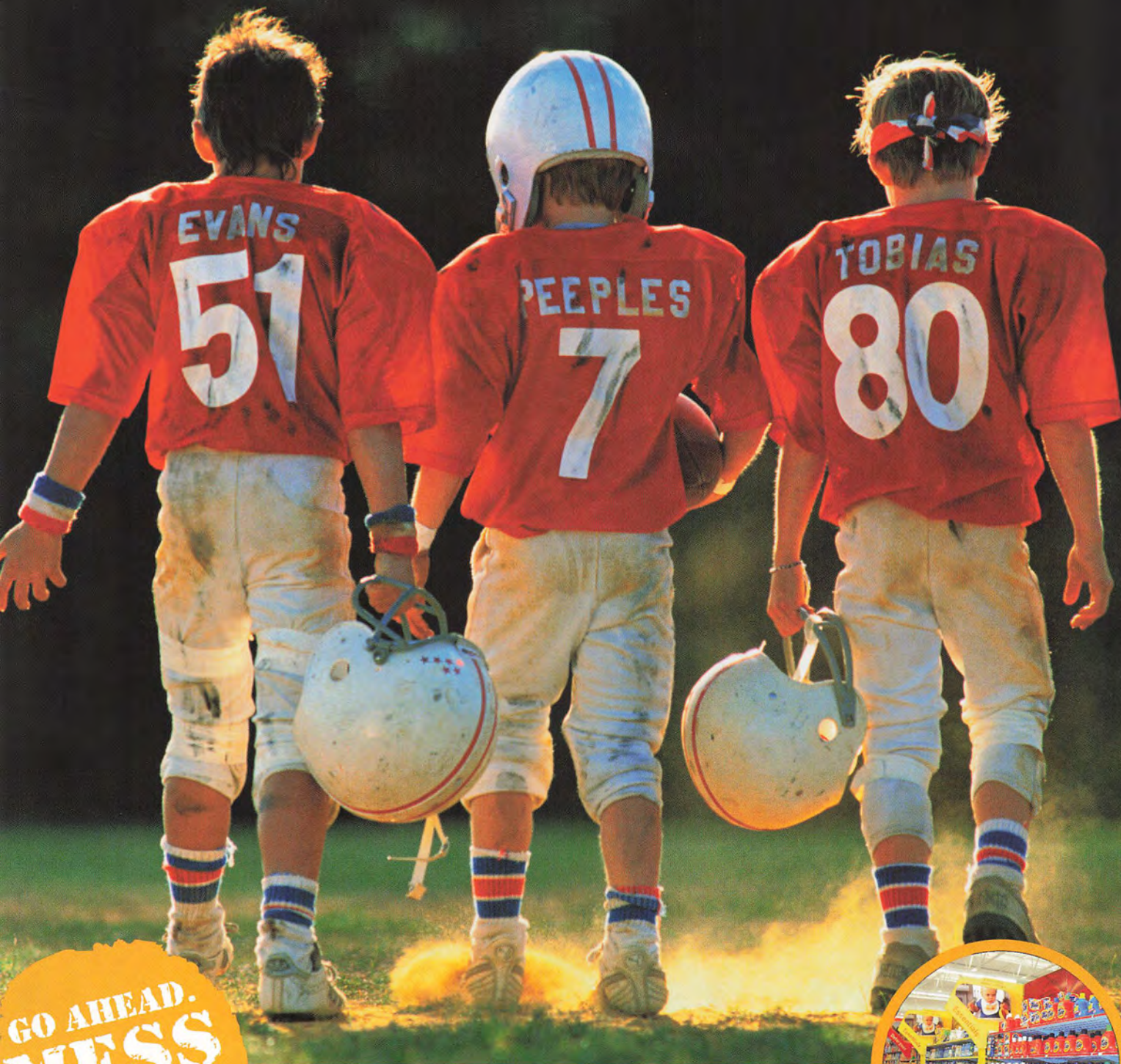
Detroit Lions
120



Draft Pick #4



ADMIT IT. YOU LIKE IT WHEN THEY PLAY DIRTY.



GO AHEAD.
MESS
WITH US.

EVERY "HOME" TEAM HAS ITS UNIFORM. KEEP YOUR FAMILY'S LOOKING ITS BEST WITH A LITTLE HELP FROM MEIJER'S NEWLY REMODELED FABRIC CARE AISLE. FIND ALL YOUR FAVORITE PRODUCTS, LIKE TIDE® AND DOWNY®, MORE EASILY THAN EVER, AND PICK UP THE LATEST IDEAS ON THE MARKET.

IT'S A WHOLE NEW APPROACH TO FABRIC CARE THAT WILL KEEP YOUR FAMILY'S FABRICS LOOKING THEIR BEST FOR SEASONS TO COME.



MEIJER®

42

TERRENCE HOLT

S A F E T Y

●
HEIGHT:
6-2

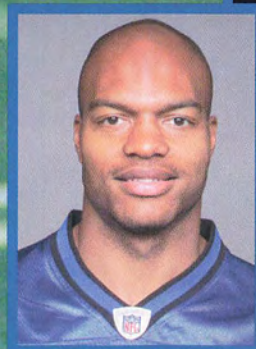
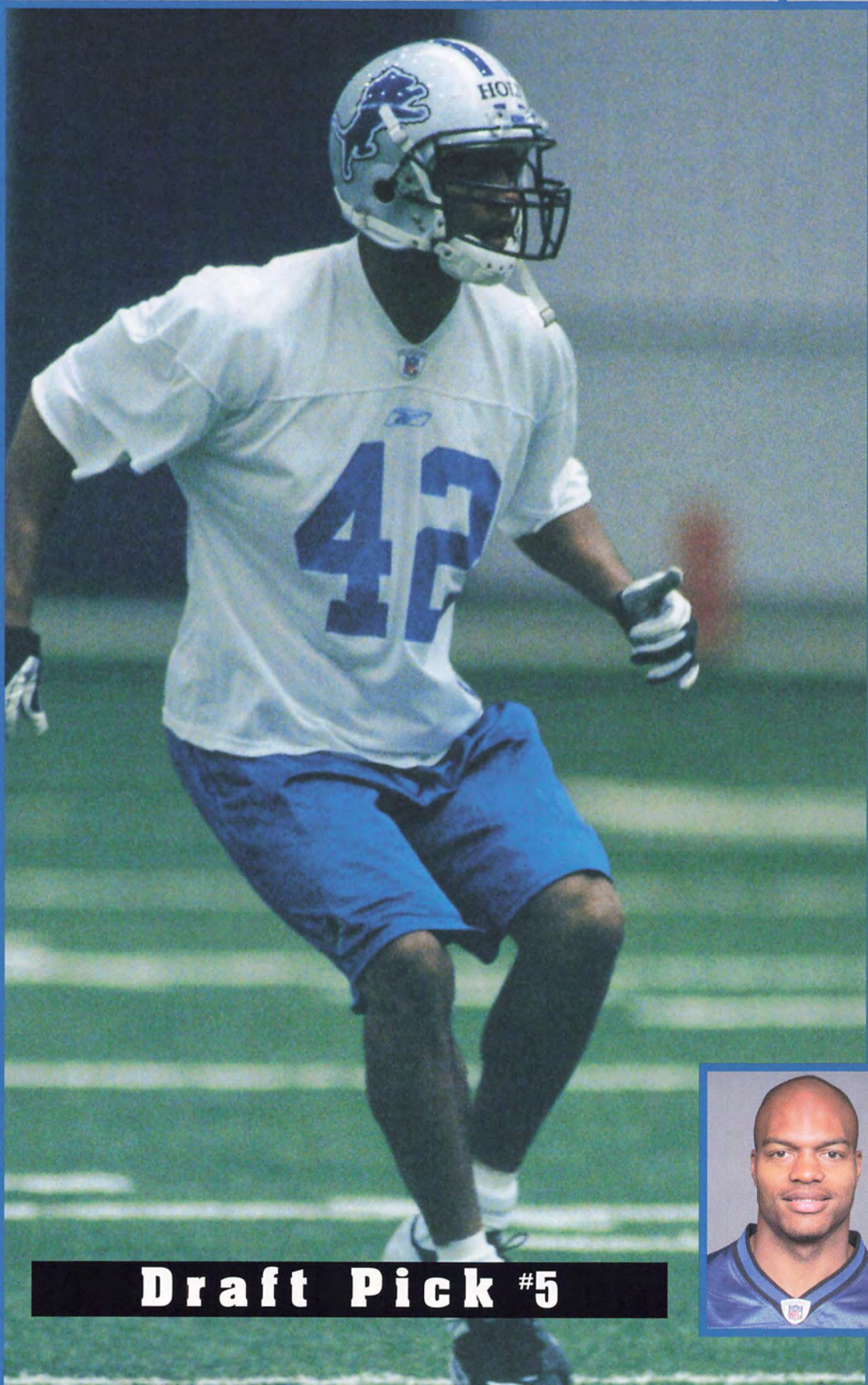
WEIGHT:
208

NFL EXPERIENCE:
R

BIRTHDATE:
3/5/80

COLLEGE:
NC State

HOMETOWN:
Raleigh, NC



Draft Pick #5



Detroit Lions
122

THE BEST MOVIES, THE BEST PRICES!



NEW
LOW
PRICE!

THE DVDs YOU HAVE TO OWN!

Available At:

BORDERS®
BOOKS MUSIC MOVIES CAFE

DREAMWORKS
HOME ENTERTAINMENT

TM & © 2003 DreamWorks LLC. All Rights Reserved.

A L P A C I N O SCARFACE



Own the ANNIVERSARY EDITION DVD
on September 30th.

Available At

BORDERS®
BOOKS MUSIC MOVIES CAFE

UNIVERSAL © 2003 Universal Studios
All Rights Reserved

48

JAMES DAVIS

● LINEBACKER

HEIGHT:
6-1

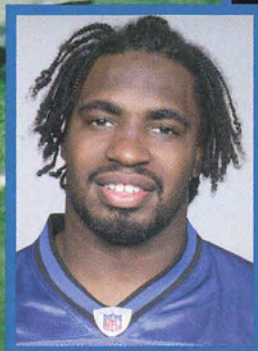
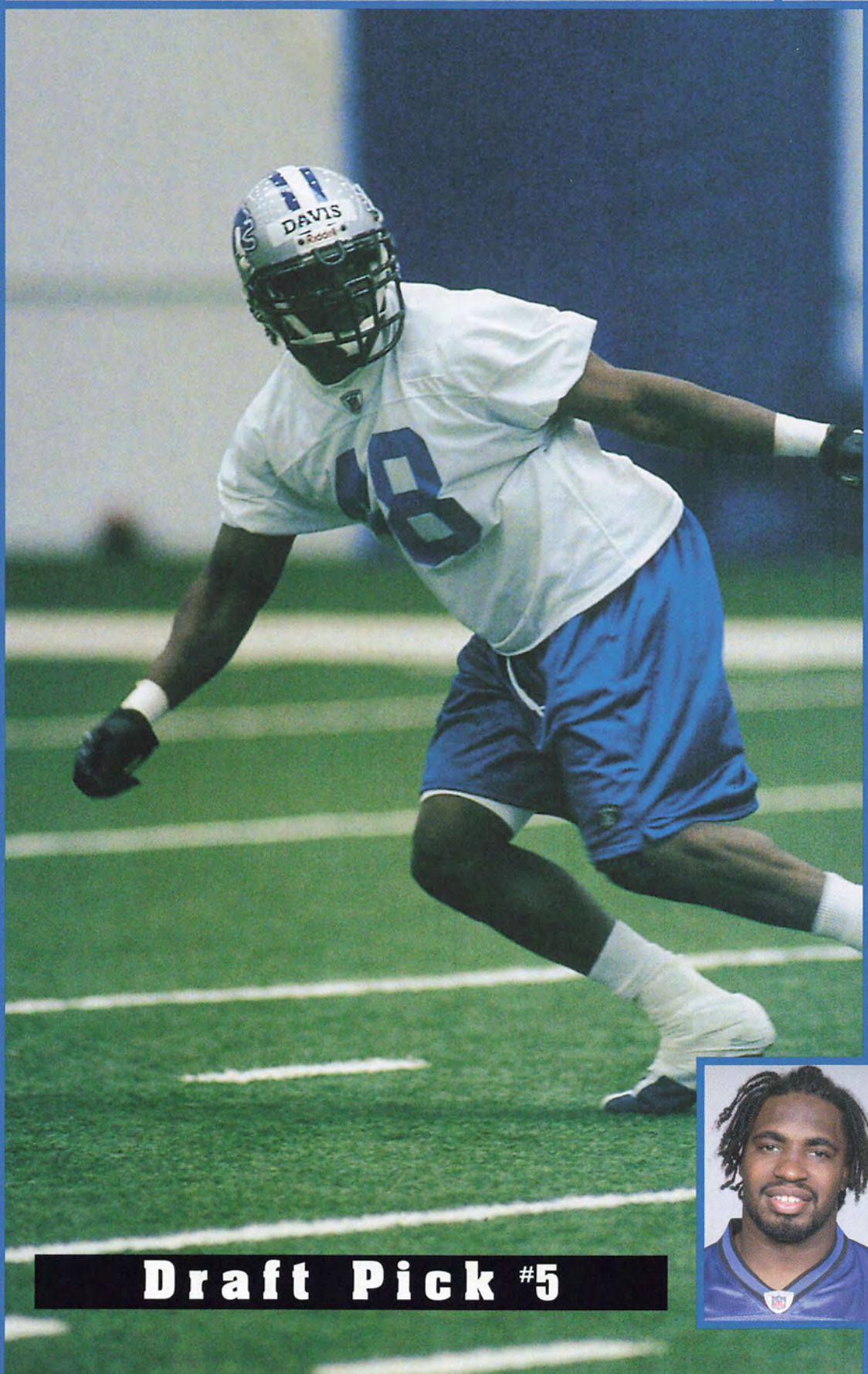
WEIGHT:
221

NFL EXPERIENCE:
R

BIRTHDATE:
4/26/79

COLLEGE:
West Virginia

HOMETOWN:
Stuart, FL



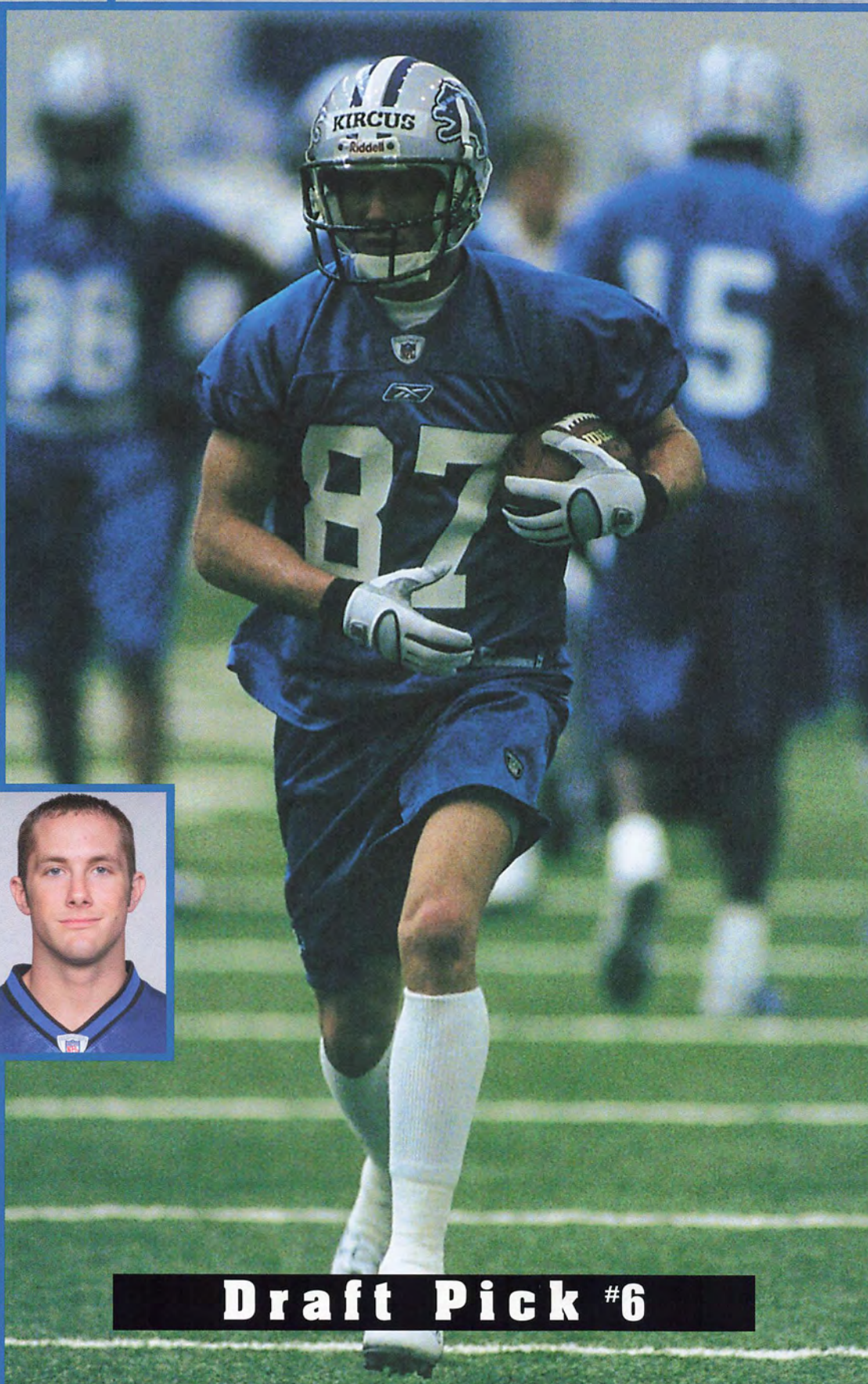
Draft Pick #5



Detroit Lions
124

DAVID KIRCUS

87



WIDE RECEIVER •

HEIGHT:
6-1

WEIGHT:
185

NFL EXPERIENCE:
R

BIRTHDATE:
2/19/80

COLLEGE:
Grand Valley
State

HOMETOWN:
Allendale, MI



Draft Pick #6



Detroit Lions
125

74

TACKLE

BEN JOHNSON



HEIGHT:
6-6

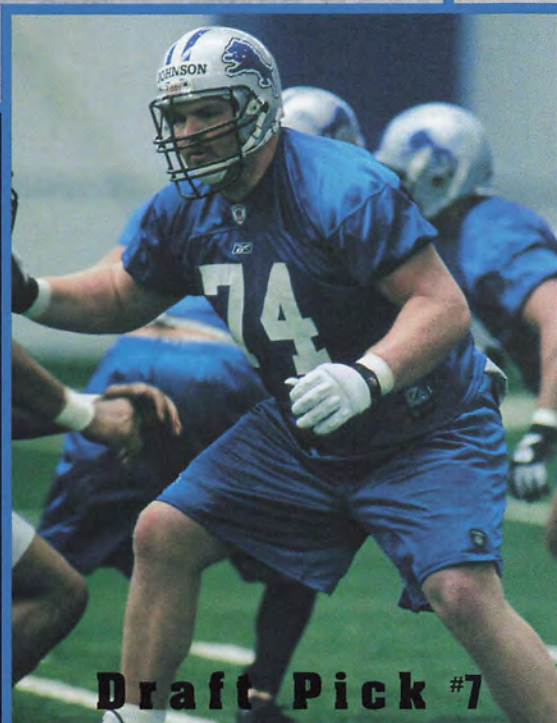
BIRTHDATE:
4/7/80

WEIGHT:
329

COLLEGE:
Wisconsin

NFL EXPERIENCE:
R

HOMETOWN:
Brussels, WI



Draft Pick #7

26

CORNER BACK

BLUE ADAMS



HEIGHT:
5-9

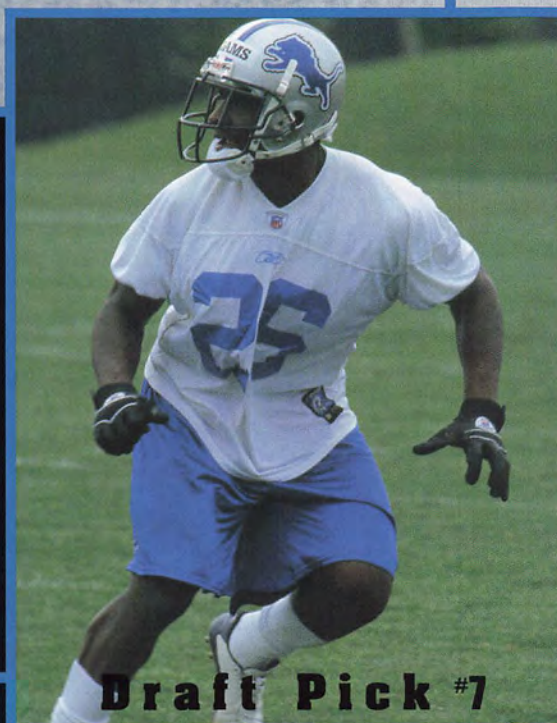
BIRTHDATE:
10/15/79

WEIGHT:
182

COLLEGE:
Cincinnati

NFL EXPERIENCE:
R

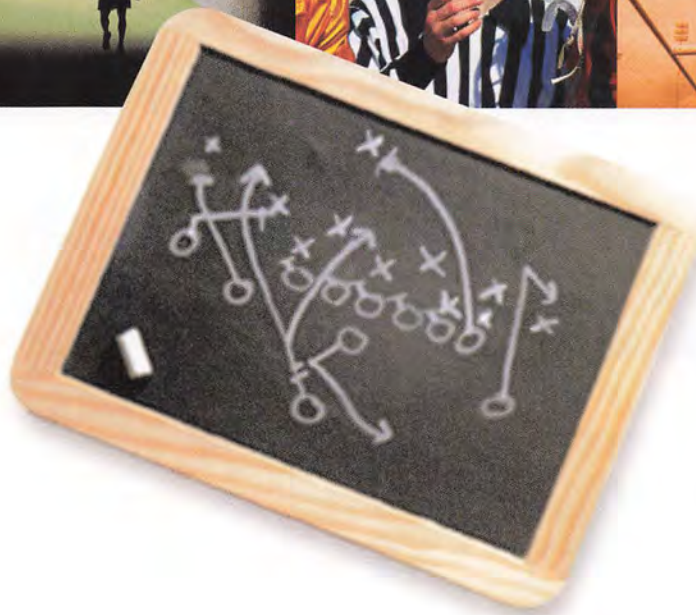
HOMETOWN:
Cincinnati, OH



Draft Pick #7



You Make The Call!



Whether you're purchasing a home or financing improvements, GMAC Mortgage is **the right call**. From mortgages to home equity loans, our team is here for you!

GMAC Mortgage
1-800-888-4622

*Special home financing programs available for eligible employees of General Motors and select GM suppliers.
Call for details.*



44

FULL BACK

BRANDON DRUMM



HEIGHT:
6-1

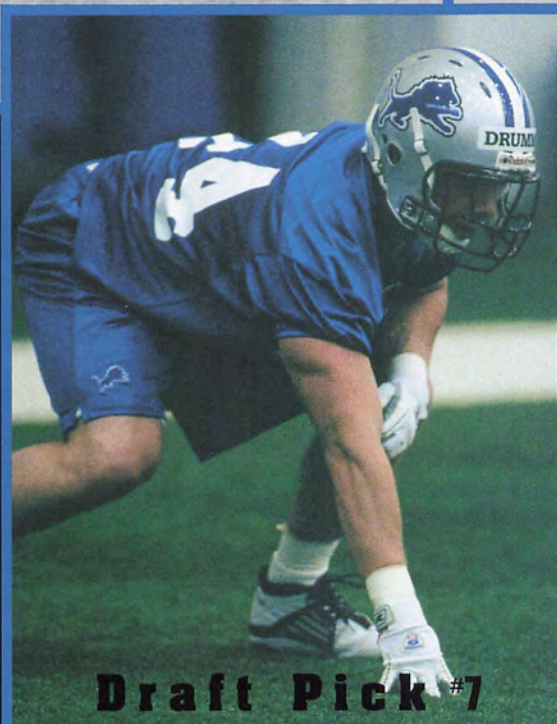
BIRTHDATE:
7/5/79

WEIGHT:
233

COLLEGE:
Colorado

NFL EXPERIENCE:
R

HOMETOWN:
Anchorage, AK



Draft Pick #7

15

WIDE RECEIVER

TRAVIS ANGLIN



HEIGHT:
6-4

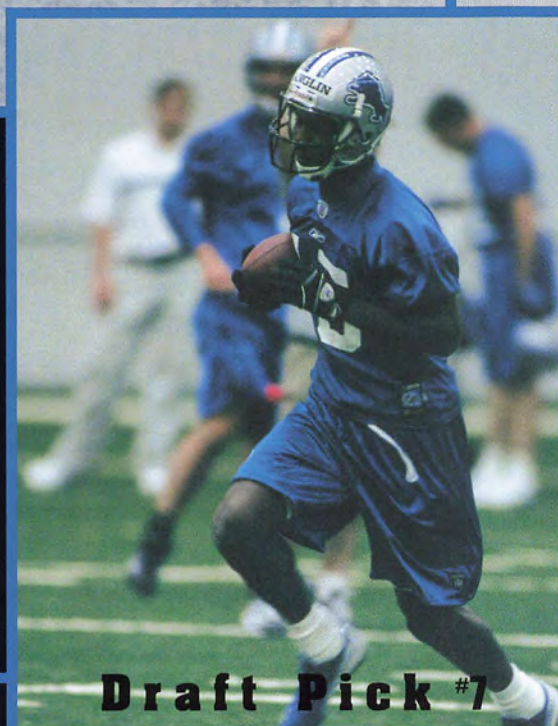
BIRTHDATE:
5/17/80

WEIGHT:
192

COLLEGE:
Memphis

NFL EXPERIENCE:
R

HOMETOWN:
Columbus, GA



Draft Pick #7



Score BIG at Your Next Tailgate Party

BE READY FOR
THE CROWD ON GAME
DAY. HAVE PLENTY OF
SARGENTO CHEESE!



Find great tailgating recipes at www.sargento.com



©2003 Sargento Foods Inc.

KMD ARCHITECTS

**Proud
supporters
of the
Detroit
Lions**

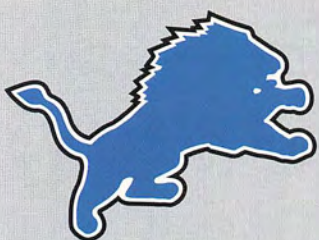
Design Architects for Ford Field



222 Vallejo Street San Francisco, CA 94111

TEL 415.398.5191 FAX 415.394.7158 www.kmd-arch.com

For more information contact Alexander Wu: wu@kmd-arch.com



ROOKIES & FREE AGENTS



17

Curt Anes

Quarterback
6-2, 210 • Rookie
Grand Valley State



66

Tywain Breaux

Tackle
6-5, 300 • Rookie
Louisiana Tech



11

Pierre Brown

Wide Receiver
6-0, 190 • 1 YR
Wayne State



31

Avon Cobourne

Running Back
5-8, 205 • Rookie
West Virginia



40

Autry Denson

Running Back
5-10, 203 • 5 YR
Notre Dame



41

Gerald Dixon

Cornerback
5-10, 185 • Rookie
Alabama



49

Casey Fitzsimmons

Tight End
6-3, 250 • Rookie
Carroll College



47

Reggie Holts

Full Back
6-0, 238 • Rookie
Texas Christian



2

Mark Jensen

Kicker
6-2, 205 • Rookie
California



67

Shawn Lazarus

Defensive Tackle
6-4, 288 • Rookie
Michigan



43

James Lewis

Safety
5-10, 199 • 1 YR
Miami



16

Jermaine Lewis

Wide Receiver
6-4, 209 • Rookie
Western Michigan





DETROIT
HUMMER

1-800-4 HUMMER

Telegraph @ 8 1/2 Mile www.detroithummer.com

*Best Wishes for a
Great Season!*

FIELDturf[®]

The greatest turf on earth.[™]

fieldturf.com

1-800-724-2969

LOOKS LIKE GRASS...FEELS LIKE GRASS...PLAYS LIKE GRASS.[®]



ROOKIES & FREE AGENTS



46
Jody Littleton
Linebacker
6-1, 235 • 1 YR
Baylor



60
David Miller
Guard
6-3, 322 • Rookie
Ball State



47
Chaz Murphy
Linebacker
6-4, 252 • 1 YR
Kansas



53
Ken Philpot
Linebacker
6-1, 248 • 1 YR
Eastern Michigan



38
Jemeel Powell
Cornerback
6-0, 186 • Rookie
California



63
Frank Romero
Guard
6-1, 300 • 1 YR
Oklahoma



69
John Turntine
Defensive Tackle
6-1, 278 • Rookie
Texas Christian



69
Rob Vian
Guard
6-4, 316 • Rookie
Boise State



10
Scottie Vines
Wide Receiver
6-2, 203 • Rookie
Wyoming



72
Zach Wilson
Guard
6-5, 302 • Rookie
Southern California



5
Adam Wulfeck
Punter
6-1, 235 • 1 YR
Cincinnati





W.J. O'Neil Company

35457 Industrial Rd.
Livonia, MI 48150
734-458-2300
www.wjo.com

Mechanical Contracting, Service and Pipe Fabrication

Do you have
a full-service
mechanical contractor
on your job?

These people did.

ISO 9001:2000
CERTIFIED

Q1



Detroit Lions Ford Field



Midfield Terminal Parking Structure



Henry Ford Museum

DETROIT LIONS 2003 FAMILY



Tom Albert
Team Photographer



Courtney Alexander
Guest Experience &
Public Relations
Coordinator-Ford Field



Raymond Amato
Maintenance
Operations-Ford Field



Kyle Anderson
Team Physician-
Orthopaedist



Shanta Anderson-Williams
Administrative Assistant,
Assistant Coaches



Dorothy Andrews
Cleaning Services



Risa Balayem
Public & Community
Relations Manager-
Ford Field



Matt Barnhart
Director of Media
Relations



Gina Bassman
Controller-Ford Field



Stephen Batch
Technical A/V
Coordinator-Ford Field



Al Bellamy
Head Athletic Trainer



Bryan Bender
Director of Broadcasting
& New Media



Brandon Bissell
Community Affairs
Assistant



Steve Boren
Network/Telco Manager



Al Brooks
Security Supervisor-
Ford Field



Bernadette Brown
Accounts Payable
Coordinator-Ford Field



John Brown
Assistant Equipment
Manager



Rex Brown
Maintenance
Operations-Ford Field



Keith Burch, M.D.
Team Physician-Internist



Deanna Caldwell
Communications
Assistant



DETROIT LIONS 2003 FAMILY



Anne L. Campbell
Premium Seat Sales
Executive



Ian Campbell
Chief Financial Officer-
Ford Field



Jon Campbell
Director of Business
Systems



Mark Cheklich
Director of
Sponsorship Sales



Monte Clark
Special Consultant



Matt Closs
Assistant
Groundskeeper



Charlie Coffin
Groundskeeper



Sol Cogan, D.C.
Team Chiropractor



David Collon, M.D.
Team Physician-
Orthopaedist



Bill Cory
Security Assistant



Shawn Crockett
Merchandise Coordinator



Chris Curran
Assistant
Athletic Trainer



Chuck Cusick
Director of Operations-
Ford Field



Mai Davis
Executive Assistant,
Millen & Mayhew



Ken Davidson
Groundskeeping
Assistant



Justin Decremer
Sales Representative



Rodney DeJohnette
Maintenance
Operations-Ford Field



Kim Doverspike
Assistant Director of
Community Affairs



Kevin Everett, M.D.
Team Physician-
Ophthalmologist



Earle Fisher
Director of Marketing
Partnerships



DETROIT LIONS 2003 FAMILY



Amy FitzGerald
Assistant to Vice
President of Business
Development & Sales



Nicole Furuiye
Premium Seat
Sales Executive



Bob Gardner
Facilities Engineer-
Ford Field



Jason Gardner
Graphics Coordinator



Beth Gay
Director of Player
Development



Mondray Gee
Strength & Conditioning
Assistant



Stephanie Gerrity
Administrative
Assistant-Ford Field



Pam Gill
Event Assistant-
Ford Field



Dave Glazier
Vice President of
Business Development
& Sales



Mark Glenn
Equipment Manager



Tom Golembieski
Security Supervisor-
Ford Field



John Gorajczyk
Licensed Electrician-
Ford Field



Jayne Graham
Ticket Sales Associate



Mark Graham
Director of Ticket
Operations &
Customer Service



Margaret Gramlich
Executive Assistant,
Tom Lewand



Toya Hankins
Events Manager-
Ford Field



Brad D. Harrison
Premium Seat Sales
Manager



Steve Hermans
Video Director



Allen Hughes
Executive Director of
Team Relations



Dan Jaroshewich
Sports Events Manager-
Ford Field



Mannik & Smith The Group



HIGHWAY & TRAFFIC ENGINEERING
SITE DEVELOPMENT ENGINEERING
SURVEYING
CONSTRUCTION SUPPORT SERVICES
ENVIRONMENTAL SITE ASSESSMENTS
WETLAND SERVICES
ENVIRONMENTAL REMEDIATION
WASTE MANAGEMENT ENGINEERING

SERVICE IS THE DIFFERENCE!

(313) 271-2223

OFFICES IN DEARBORN, DETROIT, LANSING,
MONROE AND TOLEDO

www.manniksmithgroup.com

*Civil Engineering, Surveying and Environmental
Consulting*



Hernandez Blueprinting Services

is proud to be a part of the winning team.

Best of Luck Lions!!

**HERNANDEZ
BLUEPRINTING
SERVICES, LLC**

1401 Vermont
Detroit, Michigan 48216
Phone: (313) 962-2900
Fax: (313) 962-4455

***Robert Hernandez
President***

Certified in: MBE, SBE, MMBDC

DETROIT LIONS 2003 FAMILY



Emily Jorgensen
Pro Personnel/Salary
Cap Assistant



Bill Keenist
Sr. Vice President of
Communications &
Marketing



Terri Kimble
Administrative
Assistant, Accounting



Judy Kowalkowski
Manager, Accounting
Operations



Barbara Leach
Assistant to the Head
Coach/Offense



Joan LeMahieu
General Manager-
Ford Field



JoAnn Lenden
Administrative
Assistant, Player
Personnel



Tom Lesnau
Sr. Vice President of
Finance & Chief
Financial Officer



Tom Lewand
Executive Vice President
& Chief Operating
Officer



Jason Lynch
Technical A/V
Coordinator-Ford Field



Ben Manges
Media Relations
Assistant



Martin Mayhew
Sr. Vice President of
Football Administration
& Legal Affairs



Bill McCall
Assistant Director of
Ticket Operations



Cindy McCullough
Retail Store Manager



Louise McDonald
Executive Assistant,
Mr. William Clay Ford



Terri McKay
Director of Information
Systems



Paula Mikola
Director of Premium
Suites & Club Seat Sales



Craig Miller
Retail Warehouse
Manager



Timothy J. Nesbitt
Premium Seat Sales
Executive



Tim O'Neill
Equipment Assistant



Thornton-Tomasetti Engineers
A Division of The Thornton-Tomasetti Group

Proud to be the structural engineers for the new
Ford Field Stadium

www.TTEngineers.com
641 Avenue of the Americas • NY, NY 10011 • 917.661.7800
Offices Worldwide

IF INDUSTRIAL FENCE CO.

- Chain Link
- Aluminum
- Wrought Iron
- Guard Rail
- Electric Gate Operators & Cantilever Gates
- Interior Fence Enclosures
- Temporary Fence
- Tennis Courts
- Ball Diamonds
- Back Stops

32845 Cleveland St. • Rockwood, MI 48173
(734) 379-5880 • Fax (734) 379-4087

Certified WBE

www.SmithGroup.com

150 Years of Design Excellence



Architect/Engineer of Record
for Ford Field

Winner of the
2003

Engineering Society of Detroit, Construction & Design Award

DENN-CO CONSTRUCTION INCORPORATED

A FULL SERVICE COMMERCIAL CONSTRUCTION COMPANY

We Define Quality As:

INTEGRITY PROFESSIONALISM
DEDICATION TECHNOLOGY

This has lead to us being the first Drywall and Carpentry
Contractor in the Country to be registered to ISO 9002!

Call Us Today!

And find out what having measurable quality means to our customers.

Drywall
Acoustical
Plastering
In-House Mill Shop

Phone:
(586) 726-8800

DENN-CO CONSTRUCTION
INCORPORATED
• REGISTERED TO ISO 9002 •

13129 23 Mile Rd.
Shelby Twp., MI 48315
www.DennCo.com

EIFS
Finish Carpentry
Rough Carpentry
Fireproofing

Fax:
(586) 726-1424

ARCHITECTURE / INTERIORS / GRAPHICS / PLANNING



IT BEGAN WITH
AN OWNER'S VISION

"I want to stand on the 50 yard-line and
know that I am in the city of Detroit"

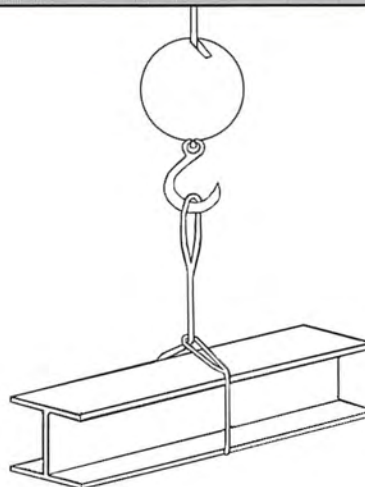
- Bill Ford Jr.

ROSSETTI
MADE IT A REALITY.

CONGRATULATIONS
DETROIT!



280 N. Old Woodward Birmingham, MI 48009 / o: 248.644.0777 / www.rossetti.com



SERVICE IRON WORKS, INC.

245 SOUTH MILL STREET

SOUTH LYON, MI 48178

248.446.9750

fax 248.446.9610

www.serviceiron.com

structural steel - steel joist - metal deck - miscellaneous iron



Dynalectric
Michigan
An EMCOR Company

1743 Maplelawn
Troy, MI 48084
phone: 248.649.5400
fax: 248.649.7312

CONTRACTORS BUILDING FOR THE FUTURE



New Center Hauling, Inc.

1331 Holden Avenue • Detroit, Michigan 48202
Phone 313.871.4000 • Fax 313.871.5329



SALES • RENTAL • ERECTION • TRAINING



- SCAFFOLDS
- SYSTEMS™
- TUBE & CLAMP
- SECTIONAL FRAMES
- SHORING
- POWER SWING STAGES



313-872-8500

1-800-899-5189 FAX: 313-872-6719

5500 RIVARD STREET, DETROIT, MI 48211

www.safway.com



EXCAVATING, INC.

SANITARY • STORM SEWERS • WATER MAINS • GRADING
SITE DEVELOPMENT • MASS EXCAVATION • BORING
EQUAL OPPORTUNITY EMPLOYER

12641 Stark Road
Livonia, Michigan 48150

(734) 427-3615
Fax (734) 422-3220

AUDIO • VIDEO • DATA



Phone: (734) 449-7000 • Fax: (734) 449-8570

www.sound-media.com

9263 E. M-36 • Whitmore Lake, MI 48189

METCO

CONSULTING ENGINEERS
PROFESSIONAL LAND SURVEYORS
AND
SITE CONSTRUCTION SURVEYORS

SERVICES OFFERED

Mechanical

- Water and Sewer Pump Stations and Booster Stations
- Piping and Plumbing Systems
- Heating and Ventilation Systems
- Fire Protection Systems

Electrical

- Power and Lighting System
- Instrumentation and Control Systems
- SCUD Systems

Civil

- Storm and Sanitary Sewer Collection and Treatment Systems
- Water Distribution and Treatment Systems
- Site Engineering

Survey

- Topographical and Boundary Surveys
- ALTA / ACSM Land Title Surveys
- Full GPS Capabilities
- Design Surveys
- Hydraulic and Bridge Surveys
- Construction Surveys

DETROIT OFFICE

1274 LIBRARY SUITE 400
DETROIT, MI. 48226
(313) 961-4560
FAX (313) 961-1698

WARREN OFFICE

12504 STEPHENS
WARREN, MI. 48089
(586) 755-5770
FAX (586) 755-5774

WWW.METCOSERVICES.COM



Schreiber Corporation
Roofing and Sheet Metal Contractors

High-quality industrial and commercial roofing.

Covering you with confidence since 1916.

(313) 864-4900

(313) 864-3016 Fax

2239 Fenkell • Detroit, Michigan 48238

E-Mail: SchreiberCorporation@msn.com



DETROIT LIONS 2003 FAMILY



Ken Ouellette
Video Assistant



Tim Pendell
Senior Director of
Community Affairs



Drake Phifer
Event Coordinator-
Ford Field



Charles Phillips
Staff Accountant-
Ford Field



Richard Pinskey
Director of
Merchandising



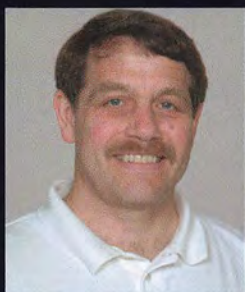
Lance Powser
Assistant Director of
Ticket Sales



Hawanya Quarles
Receptionist



Dan Randall
Security Supervisor-
Ford Field



Joe Recknagel
Assistant Athletic
Trainer



Chet Regula, D.M.D.
Team Physician-Dentist



Michael Richardson
Assistant Video Director



James Royer
New Media Producer



Barbara Saliba
Employee Development
Manager/Team
Travel Assistant



Ricky Sandoval
Director of Security



Matt Schul
Premium Seat Sales
Executive



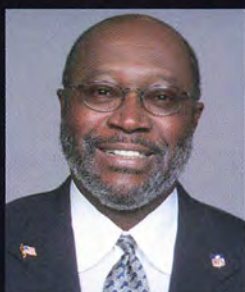
John Scott
Security Assistant



Tracey Short
Vice President,
Guest Experience &
Business Strategy



Jeff Smith
Facilities Manager-
Allen Park



Theo Smith
Security Supervisor-
Ford Field



Tasha Taylor
Administrative Assistant,
Community Affairs



DETROIT LIONS 2003 FAMILY



Toni Thomas
Receptionist-Ford Field



Hoa Tran
Office Assistant-
Allen Park



Justin Turk
Conversion Supervisor-
Ford Field



Kelly Urquhart
Director of Event Sales
& Services



Craig Vandermause
Manager of Football
Administration



Diane Watkins
Administrative
Assistant, Ticket Office



Robb Wilson
Technical Services
Manager



Monica Wise
Administrative
Assistant, Financial
Services-Ford Field



Matt Wojciechowski
Senior Accountant-
Ford Field



Mark Woloszyn
Network Administrator-
Ford Field



Karen Wozniak
Executive Assistant to
General Manager-Ford Field



John Zmick
Licensed Electrician-
Ford Field

Sodexho Dining and Catering Services



Marc Skamiera
Executive
Chef/General
Manager



Denise Sweet
Executive Catering
& Dining Room
Manager



Wendell Williams
Chef



Immanuel Fason
Food Service Worker



Greg Mixon
Cook



Chris Wilson
Cook





Fast. Stylish. Precise. (but enough about Andre.)

With a bold, stylish, ergonomic design, fully automatic functions and 7-point selective autofocus, the Rebel Ti boasts a few impressive attributes itself. Not to mention, the Rebel Ti is part of the EOS system which means it's compatible with every one of our 50 plus EF lenses. There's also a retractable built-in flash and a command dial which makes taking photographs easier than you could imagine. So choose the Rebel Ti from Canon. The camera that's all about you.



Canon KNOW HOW™

© 2003 Canon U.S.A. Inc. Canon and EOS are registered trademarks and Canon Know How is a trademark of Canon Inc. For more information visit us at www.canoneos.com or call 1-800-OK-CANON.

The Swoosh Design mark is a registered trademark of Nike, Inc. and its affiliates.



Official Camera
of the NFL

IN THE HUNT FOR A GREAT SEAT?

2003 CLUB SEATS

Best seats in the house

Limited Availability

Exclusive access
to over 100,000 square feet of
private club space

The opportunity to purchase tickets
to select Ford Field events

Private entrances which provide quick access to
club lounges and seats.

The opportunity to purchase preferred parking
through the Detroit Lions.

Prices start at \$1100



Call 313-262-2002 for more information
or log onto www.detroitlions.com

Non-Club Seats are sold out. For Non-Club Seat waiting list information, visit www.detroitlions.com/tickets.

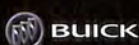
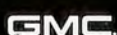
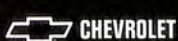


THE BIGGEST NAMES IN SPORTS RADIO WHEREVER YOU GO, 24 HOURS A DAY.



Welcome to XM Satellite Radio. 100 amazing digital channels of music, sports, news and talk. XM is radio the way it was meant to be. With the biggest names in sports, like ESPN Radio, ESPNews, NASCAR, Sporting News Radio and FOX Sports. Plus channels for Rock, Country, Alternative, Jazz, Classical, Hip-Hop, Reggae and Dance. Not to mention FOX News, CNN, CNBC and the BBC. And over 35 channels are commercial-free. All for less than \$10 a month. There's even a family plan for multiple radios. With the Delphi XM boombox, you can take XM from your home to the stadium and virtually everywhere in between. And since you can hear XM's 100 channels coast to coast, that's a heck of a lot of places. The SKYFi receiver can also easily connect to your existing car or home stereo system with the car or home adapter kit. Visit your electronics store to get XM today. And be sure to ask for XM as a feature in your next new car. To learn more, call 1-877-XMRADIO or visit xmradio.com. **Beyond AM. Beyond FM. XM Satellite Radio.**

XM is the latest new car option in many 2004 vehicles. Visit your local auto dealer to get XM.



**SATELLITE
RADIO**

Hardware and required \$9.99 basic monthly subscription sold separately. Premium Channel available for additional monthly fee. Other fees and taxes, including a one-time activation fee may apply. Use of SKYFi Receiver requires additional purchase of a home/vehicle adapter kit or Audio System. Subscription fee is consumer only. Reception of the XM signal may vary depending on location. All fees and programming subject to change. Certain restrictions apply to Family Plan. Subscriptions subject to Customer Agreement included with the XM Welcome Kit and available at xmradio.com. Only available in the 48 contiguous United States. ©2003 XM Satellite Radio Inc. SKYFi is a trademark of XM Satellite Radio Inc. All rights reserved. All other trademarks are the property of their respective owners.

To learn more about the Delphi XM SKYFi Radio, log on to xmradio.com or visit these electronics retailers:



Classic Stereo

It's All About Drive.



BRIDGESTONE®

bridgestonetire.com
tiresafety.com
1-800-807-9555